

**THE EFFECT OF PRODUCT QUALITY, PERCEIVED VALUE, AND
BRAND LOVE TOWARDS BRAND LOYALTY**

A Case on People in Malang as Yamaha's Consumer

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Presented in Partial Fulfillment of the Requirement

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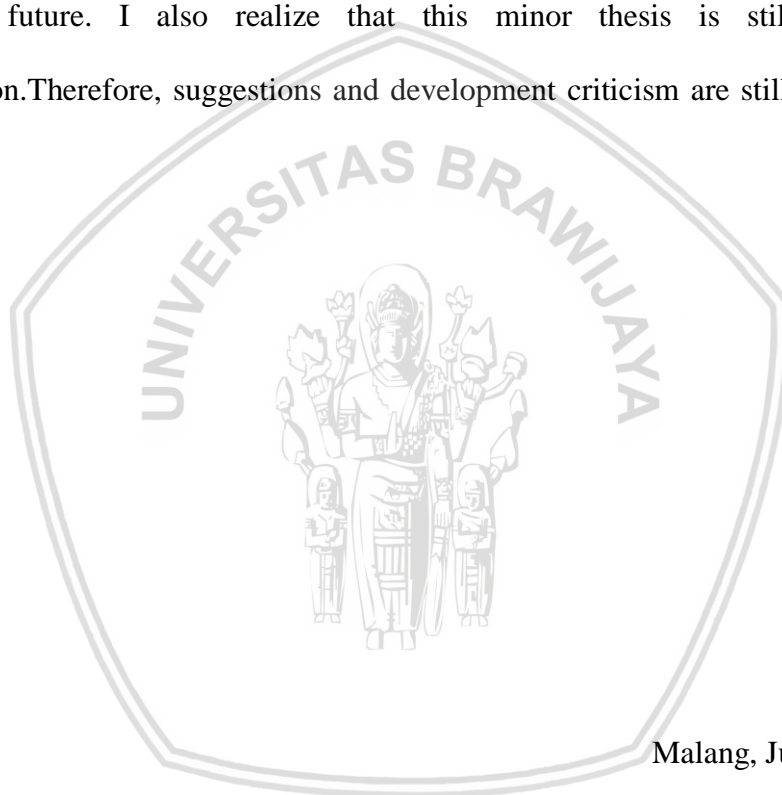
Thankfulness will always be in my heart to Jesus Christ for unlimited blessing given from to make and finished this minor thesis entitled: **The Effect of Product Quality, Perceived Value, and Brand Love Towards Brand Loyalty (A case on people in Malang as Yamaha consumers)"**.. This thesis writing primarily aimed at meeting the requirements to achieve the degree of Bachelor of Economics with major in marketing, Faculty of Economic and Business, University of Brawijaya.

I realize that the successfulness of this minor thesis depends on others'support. Therefore, I feel that this is an honor for me to express my gratitude to:

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Finally, I hope that this minor thesis can be one of much helps for many people in the future. I also realize that this minor thesis is still far from perfection. Therefore, suggestions and development criticism are still desperately needed.



Malang, July 13th 2018

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THE EFFECT OF PRODUCT QUALITY, PERCEIVED VALUE, AND BRAND LOVE TOWARDS BRAND LOYALTY:

A Case on People in Malang as Yamaha's Consumers

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Abstract

This research aims to examine the influence of product quality, perceived value, and brand love towards brand loyalty of Yamaha's consumer either partially and simultaneously on Yamaha motorcycle consumers in Malang city. This type of research is Explanatory Research. This research conducted at Malang. This questionnaire has been distributed as much as 120 randomly distributed to every consumer who has bought Yamaha motorcycle at least once. The sampling technique used purposive sampling and the research instruments were tested using the Validity Test, Realibility Test, and Classical Assumption Test. The hypothesis used Partial (T-Test). Results of the data analysis from multiple regression showed that product quality, perceived value, and brand love of the company have a significant effect partially to brand loyalty. From the test results, the dominant test show that variables brand love has a dominant to influence on brand loyalty. The results from this study can be applied to marketing strategy for companies and interested parties for retaining and maximizing product quality, perceived value, and brand love to get a positive effects in the eyes of consumers and potential consumers that can lead to customer loyalty.

Keywords: product quality, perceived value, and brand love

PENGARUH KUALITAS PRODUK, NILAI KEUNTUNGAN, DAN KECINTAAN PRODUK TERHADAP LOYALITAS MEREK:

Studi pada Masyarakat Malang Sebagai Konsumen Yamaha

Oleh:

David Kurniawan Soebekti

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk, nilai keuntungan, dan kecintaan terhadap loyalitas merek dari konsumen Yamaha baik secara parsial dan simultan pada konsumen sepeda motor Yamaha di kota Malang. Jenis penelitian ini adalah Explanatory Research. Penelitian ini dilakukan di Malang. Kuesioner ini telah didistribusikan sebanyak 120 secara acak kepada setiap konsumen yang telah membeli sepeda motor Yamaha setidaknya sekali. Teknik pengambilan sampel menggunakan purposive sampling dan instrumen penelitian diuji menggunakan Uji Validitas, Uji Realibilitas, dan Uji Asumsi Klasik. Hipotesis yang digunakan Partial (T-Test). Hasil analisis data dari regresi berganda menunjukkan bahwa kualitas produk, nilai keuntungan, dan kecintaan merek perusahaan memiliki pengaruh yang signifikan secara parsial terhadap loyalitas merek. Dari hasil pengujian, uji dominan menunjukkan bahwa variabel kecintaan merek memiliki pengaruh dominan terhadap loyalitas merek. Hasil dari penelitian ini dapat diterapkan untuk strategi pemasaran bagi perusahaan dan pihak yang berkepentingan untuk mempertahankan dan memaksimalkan kualitas produk, nilai keuntungan, dan kecintaan merek untuk mendapatkan efek positif di mata konsumen dan konsumen potensial yang dapat menyebabkan loyalitas pelanggan.

Kata Kunci : kualitas produk, nilai keuntungan, dan kecintaan merek

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CHAPTER I

INTRODUCTION

1.1 Background of the study

Rivalry of business which is really getting tight every single day push companies to be more intense in marketing to get interest and maintain their consumers. These things demand companies to be more creative in processing their business activities. These decades are marked by how product and service are growing really fast characterized by so many new innovation. Various attempts were made by the companies to increase their sales and fulfill the needs of consumers. Aware of those things, it is clear that marketing is a main activity conducted by the companies to defend in order to stay alive in the business rivalry and get as much profit as they can, also strengthen the position in facing competitors. A good business strategy will have a huge impact on company's success in perform their performance procedure according to the target as planned.

Brand loyalty plays a big role in company success. When the customers are loyal to the brand, they will buy the product no matter what. The customer believe what the companies offer is always on the best performance. According Tjiptono (2005), branding plays an important role for the company, since a strong brand can increase consumer confidence, enable consumers to understand the product, and pressing the customers' perception of risk. On the other hand, by maintaining the customer through customer relationship management, it could

increase the percentage of customer to be loyal and keeping the customer on the same perspective as the company sees.

One of the companies strategies in performing a business is the process of consumer purchase, which started when people are aware of what they need. The behavior of a person could be stated as a unique because preference and attitude towards object of each person is different. Furthermore, consumers come from various segment so that what they want and what they need are different. Decision making by the consumers are influenced by involvement consumers and their loyalty. The higher the consumers involve in product information search effort the bigger encouragement consumers to do purchasing. On the other hand, consumers will be more selective in choosing the right product or service to be consumed. These things happen due to the development of information flow so consumers could absorb all the information and knowledge of a product quickly.

From the early stages of consumer purchasing process, it will have an important impact to consumer survival in selecting products or services due what they want and what they need in supporting activities so that the companies can minimize deviation for a process which consumer did not expect.

At this time, automotive industry development in Indonesia is getting competitive. As we can see there are various new products that have been created by the automotive companies, like giving facility and adequate specification in order to reach the needs of consumers. One of them is motorcycle industry which is two wheeled vehicle powered by a machine. Nowadays bikers in Indonesia are slowly increasing because there are a lot of motorcycle brands which are famous in Indonesia like Honda, Yamaha, Kawasaki, and Suzuki. However, one of the

most famous brands by Indonesian people is Yamaha. To face the competition, Yamaha always tries to discover something new which is adapted from time to time and listen to what consumer suggestion or even criticism.

The following statement is a statistical data showing the sales of motorcycles from all the brand which available in Indonesia from 2005 to 2008.

Figure 1.1

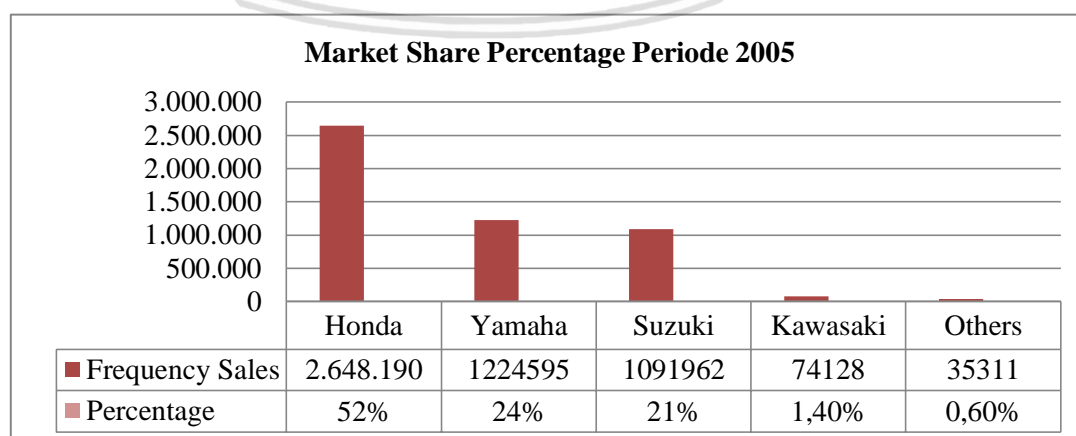
Motorcycle sales in Indonesia Periode 2005

Periode	Honda	Yamaha	Suzuki	Kawasaki	Others	Total
Jan-2008	208,130	185,900	73,043	2,285	3,702	473,060
Feb-2008	206,748	188,047	63,553	2,720	3,716	464,784
Mar-2008	227,590	186,286	68,320	3,025	3,525	488,746
Apr-2008	254,272	221,016	60,607	3,043	3,812	542,750
May-2008	250,891	217,867	66,202	3,295	3,855	542,110
Jun-2008	268,038	204,735	73,614	3,412	4,078	543,878
Jul-2008	278,823	214,136	76,001	4,536	4,261	577,757
Aug-2008	300,585	223,222	80,552	4,937	2,736	612,032
Sep-2008	263,094	212,012	75,047	5,250	4,234	559,637
Oct-2008	222,012	207,671	79,644	3,744	2,052	515,123
Nov-2008	230,544	210,281	46,200	5,179	1,084	493,238
Dec-2008	173,849	194,423	30,975	3,264	239	402,750
Total	2,874,576	2,465,546	793,758	44,690	37,294	6,215,865

Source : Aisi, July 2018

Table 1.1

Market Share Percentage



Source: Primary Data Processed 2018

Figure 1.2

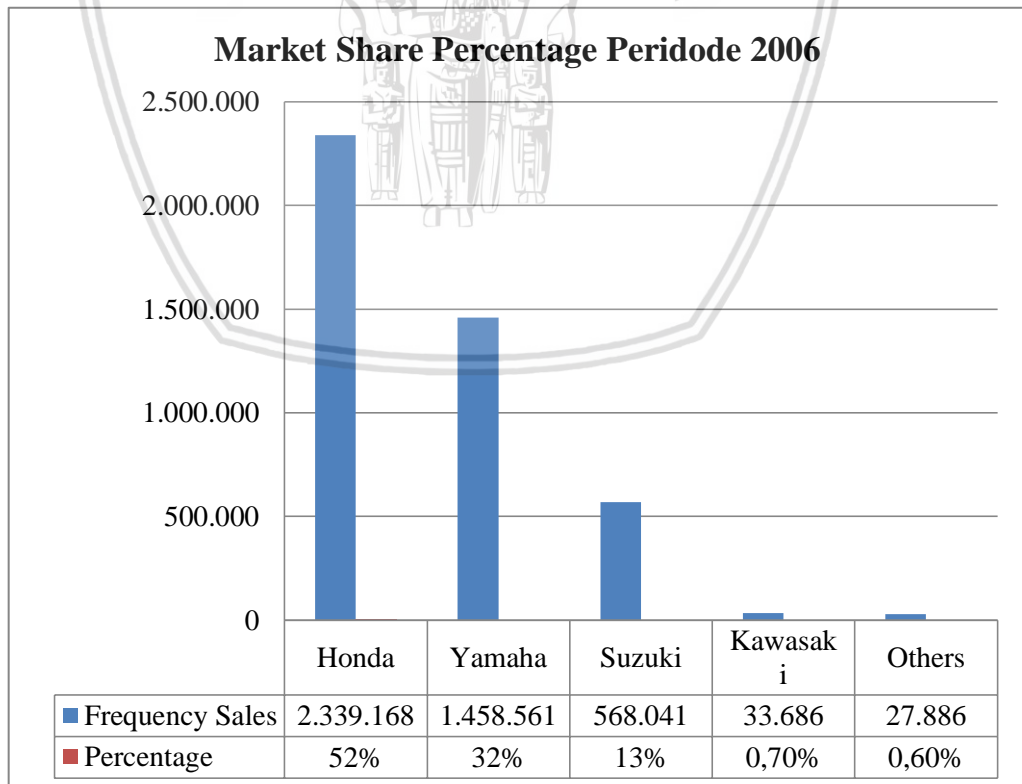
Motorcycle Sales in Indonesia Periode 2006

Periode	Honda	Yamaha	Suzuki	Kawasaki	Others	Total
Jan-2006	116,873	105,025	39,469	3,153	2,098	266,618
Feb-2006	167,916	123,809	32,600	3,406	3,036	330,767
Mar-2006	145,031	93,331	32,794	3,524	1,743	276,423
Apr-2006	140,214	93,272	33,571	2,602	1,433	271,092
May-2006	170,839	111,472	37,725	1,297	1,347	322,680
Jun-2006	171,674	122,286	46,724	1,367	1,348	343,399
Jul-2006	186,047	131,615	47,206	3,009	2,470	370,347
Aug-2006	241,416	136,837	56,180	3,449	2,406	440,288
Sep-2006	276,384	143,566	67,556	3,644	2,965	494,115
Oct-2006	174,249	109,522	55,616	2,854	2,344	344,585
Nov-2006	293,389	156,679	67,299	3,021	3,679	524,067
Dec-2006	255,136	131,147	51,301	2,360	3,017	442,961
Total	2,339,168	1,458,561	568,041	33,686	27,886	4,427,342

Source: Aisi, July 2018

Table 1.2

Market Share Percentage



Source: Primary Data Processed 2018

Figure 1.3

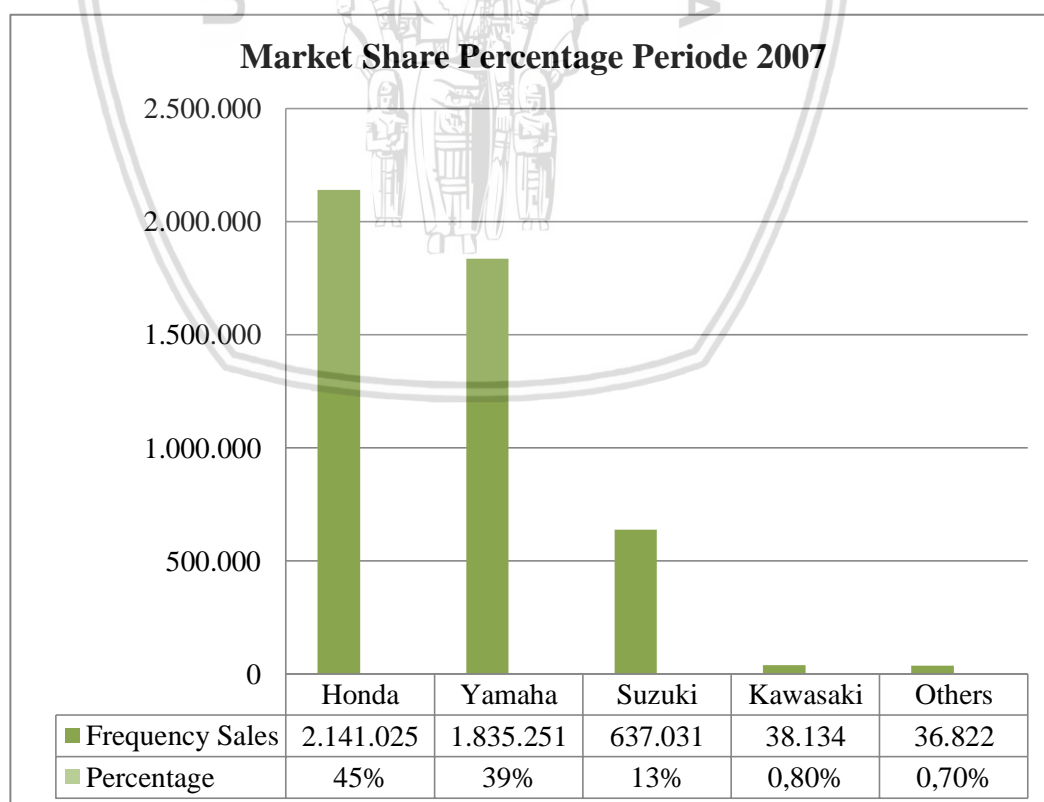
Motorcycle Sales in Indonesia Periode 2007

Periode	Honda	Yamaha	Suzuki	Kawasaki	Others	Total
Jan-2007	153,806	130,587	52,309	2,940	3,131	342,773
Feb-2007	150,979	145,872	46,123	2,914	2,835	348,723
Mar-2007	151,074	159,035	47,175	3,441	3,130	363,855
Apr-2007	138,434	128,270	41,173	3,785	3,263	314,925
May-2007	169,217	168,367	32,965	2,665	3,192	376,406
Jun-2007	159,859	154,220	50,391	2,680	3,161	370,311
Jul-2007	143,233	161,061	53,468	3,187	3,438	364,387
Aug-2007	187,436	167,208	65,334	3,586	3,579	427,143
Sep-2007	239,213	162,639	68,260	3,793	3,167	477,072
Oct-2007	214,098	146,908	57,515	2,112	1,757	422,390
Nov-2007	243,181	174,086	64,179	2,717	2,814	486,977
Dec-2007	190,495	136,998	58,139	4,314	3,355	393,301
Total	2,141,025	1,835,251	637,031	38,134	36,822	4,688,263

Source: Aisi, July 2008

Table 1.3

Market Share Percentage



Source: Primary Data Processed 2018

Figure 1.4

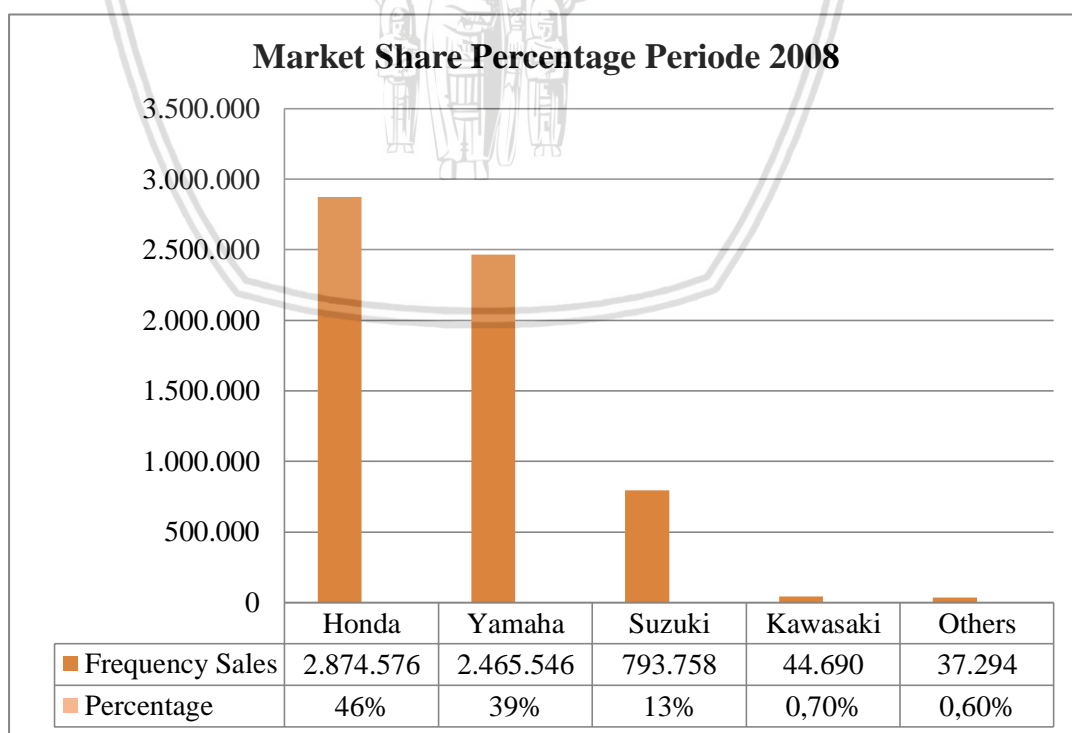
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Total	2,874,576	2,465,546	793,758	44,690	37,294	6,215,865

Source: Aisi, July 2018

Table 1.4

Market Share Percentage

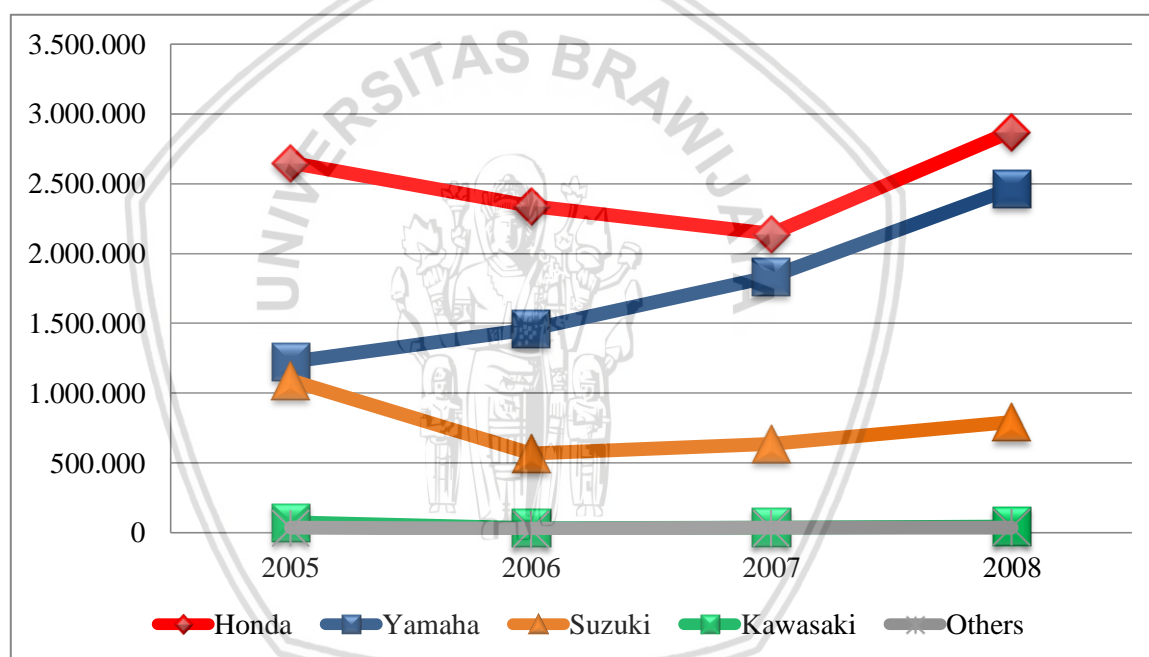


Source: Primary Data Processed 2018

According to Kotler and Armstrong (1999) Market share represents the percentage of an industry, or market's total sales, that is earned by a particular company over a specified time period. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period. This metric is used to give a general idea of the size of a company in relation to its market and its competitors.

Table 1.5

The Comparison Market Growth of each Brand of Motorcycle



Source: Primary Data Processed

As we can see from the table 1.5 shows the comparison of market growth of each brand in Indonesia. Honda is still dominate the market with the average sales around 2 million a year. But as we can see their sales is up and down like drastically downhill. Even from 2005 to 2007 they lost around 500.000 bike in just 2 years. Meanwhile Yamaha slowly rising up the sales each year. Yamaha doesn't dominate the market yet, but at least they always find a way to increase

their sales step by step, which makes them as an interesting object to be discuss further.

The competitive circumstances like this push companies to be more responsive with consumer wants, also could communicate their product as accurate as possible. In the other hand, companies needs to spread about product information as efficient and clear, so that consumers could give a positive feedback about the product. A decision making by consumer can divided into common category like consumers showing behavior and response to purchase low quality goods so that influenced level of consumer engagement. According to Kotler (2005) marketing is divided into 4, or usually called 4P, which is product, price, place, and promotion.

According to Kotler and Armstrong (2006) quality of a product is potential weapon strategy to defeat the competitors. Only companies with the very best quality will grow up really fast and in the long run these companies could have the potential to be the leading company rather than the others. A company in issuing products should be adjusted with what consumer needs and wants. Therefore, products can compete in the market, so that consumers could have a lot option of product selection before they choose to make a purchase decision making. Advantages from a product could be known by consumers and could make consumers feel attracted to at least try and next they will take the decision to purchase the goods

As we know, consumers take a crucial part on developing and stuff. Without consumer there is no business. Nowadays, there are a lot of option for consumer to choose what they want and what they need. Just like in automotive or

motorcycle business, every year there is always a new bike with new innovation. People are facing dilemma because of various option they have. In this moment, loyalty is the key for the business. Loyalty arises without any coercion, but it arises from self awareness in the past. The effort made to create consumer satisfaction more likely affect the consumer behavior.

Quality is the main reason why customers buy two wheeled vehicle. Performance of a Yamaha motorcycle is unquestionable. They have proven a lot of products since day one. Yamaha motorcycle is also known as one of the most efficient gasoline and environmental friendly motorcycle (Otomoniac, 2015). The brand new 2017 Yamaha Mio could reach 68 km / liter.

Besides quality, there's also more important aspect that we need to discuss in motorcycle which is perceived value. Perceived value could be the second option that we need to spot after we know the quality. In perceived value, we could understand how worth is the product by comparing all the benefits that we get and how much do we have to spent for the product.

Brand love is an underrated aspect which could help the manufacture to create the measurement scale to identify the intensity of consumer emotional attachment to the brand. By measuring the emotional attachment to the brand, the manufacture could actually understand what customer wants and needs. Once the customer love the brand, it might lead to a greater aspect of sales which is loyal to the brand.

Based on the description above, the researcher is interested to find and examine more about quality, perceived value and brand love in relation to brand loyalty of Yamaha motorcycle customers. This research entitled "**The Effect of**

Product Quality, Perceived Value, and Brand Love Towards Brand Loyalty (A case study on People in Malang as Yamaha's Consumer)''

Looking at the phenomenon of competition in today's business world, companies are competing to perform a variety of style to produce products appealing to consumers and to look for maximum profit. The presence of fake spare parts in the market becomes a challenge for companies to resolve.

1.2 Research Problems

Competition is very tight in the automotive industry, especially two wheel vehicles. Therefore, it requires companies to continue to innovate in order to meet the tastes and consumer needs which are also constantly changing. A very tight competitive business in the automotive industry of motorcycles in Indonesia becomes one of the challenges to be faced by automotive motorcycle manufacturers. Although the companies have already done a variety of innovations to its products, it is not easy for manufacturers of automotive motorcycle to take the right marketing strategy decisions to attract the attention of consumers. In addition, consumers today began to be critical about the goods / services their selected by looking at several factors as a consideration. From the description above and based on the backgroundproblems, the followings are problems that willbe discussed in this research. They are:

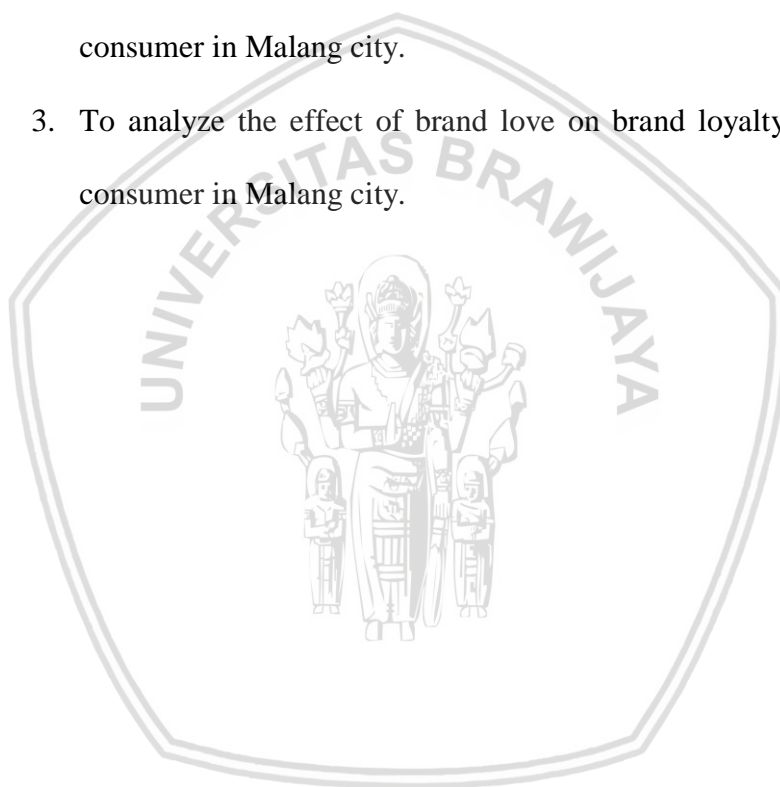
1. Does perceived value significantly affect brand loyalty of Yamaha consumer in Malang?
2. Does Product Quality significantly affect brand loyalty of Yamaha consumer in Malang?

3. Does brand love significantly affect brand loyalty of Yamaha consumer in Malang?

1.3 Research Objectives

This study aims to :

1. To analyze the effect of perceived value on customer brand loyalty of Yamaha consumer in Malang city.
2. To analyze the effect Product Quality on brand loyalty of Yamaha consumer in Malang city.
3. To analyze the effect of brand love on brand loyalty of Yamaha consumer in Malang city.



CHAPTER II

LITERATURE REVIEW

2.1 Previous Researches

This research uses some of previous researches with similar topic as references to describe and explain the theoretical basis of the research. They can be used as the examples of how the variables of brand loyalty, consumer behavior and purchase decision. The relevant researches are:

Table 2.1

Previous Research Table

Researcher	Title	Research Method and Research Tools	Result of Research
Robabeh Sadat Hosseini, Artinah Zainal (2015)	The effect of service performance of hotel customer on quality of experience and brand loyalty in Iran	<ul style="list-style-type: none"> • Used spss to analyze the data • 368 respondents • Using questionnaires “direct expense” 	1. For the three variables, the Cronbach Alpha values were above the threshold ($\alpha = 0.70$) it could be deduced that “direct expense”, quality of experience and brand loyalty is reliable

Advanced of Table 2.1 Previous Research Table

Bahram Ranjbarian, Ali Kazemi, Farnaz Borandegi (2013)	Analyzing the Antecedents and Consequences of Brand Love with a Case Study on Apple Cell phone Users	<ul style="list-style-type: none"> • 230 Respondents • Using multi dimensional questionnaire 	1. A positive bond was found between cellphone users' level of involvement and the feeling of love toward Apple brand
Eglė Mackevičiūtė (2013)	Customer perceived value impact on customer satisfaction and loyalty: case of bakery and confectionery b2b market in Lithuania	<ul style="list-style-type: none"> • Quantitative research • 310 Respondents • Using spss 	1. The findings have indicated the perceived core product value to be positively related to customer satisfaction and loyalty

Source: data processed, 2018.

2.2 Marketing

Marketing is the most important aspect for the company. If the company wants to be successful to reach its target they have to fully understand how to market their product or service to customer in any circumstances. Not only market the product or service, as a company it needs to understand what customer wants and needs. For consumer oriented companies, the purpose of marketing isn't finding the right customer for their product, but finding the right product for the consumer. It means the concept of marketing becomes the key to achieve the organization's corporate goals to become more effective in creating, delivering and communicating products to consumer.

According to Kotler and Armstrong (2011), marketing is defined as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. The word marketing encompasses such a broad scope of activities and that settling on one definition is often difficult. Ask three people to define marketing, and three different definitions are likely to follow. Continuous exposure to advertising and personal selling leads most respondents to link marketing with selling or to think that marketing activities start after goods and services have been produced. But marketing also involves analyzing customer needs, securing information needed to design and produce goods or services that match buyer expectations, satisfying customer preferences, and creating and maintaining relationship with customers and suppliers. It applies not only to profit-oriented firms but also to thousands of non-for-profit organizations that offer goods and services (Kotler and Armstrong 2006).

Marketers need to understand what customer needs and wants and the marketplace in which way they operate. There are five core customer and marketplace concepts (Kotler and Armstrong 2017):

- Needs, Wants and Demands : The most basic concept underlying marketing is that of human needs. Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self-expression. Marketers did not create these needs; they are a basic part of the human makeup. Wants are the form human needs take as they are shaped by culture and individual personality. Wants

are shaped by one's society and are described in terms of objects that will satisfy those needs. When backed by buying power, wants become demands. Given their wants and resources, people demand products and services with benefits that add up to the most value and satisfaction.

- **Market Offerings (service, service, and experience) :** Consumers' needs and wants are fulfilled through market offerings and some combination of products, services, information, or experiences offered to a market to satisfy a need or a want. Market offerings are not limited to physical products. They also include services activities or benefits offered for sale that are essentially intangible and do not result in the ownership of anything. Examples include banking, airline, hotel, retailing, and home repair services. More broadly, market offerings also include other entities, such as person, places, organization, information and ideas.
- **Customer Value and Sasifaction :** Customers form expectations about the value and satisfaction that various market offerings will deliver and buy accordingly. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers often switch to competitors and disparage the product to others. Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but fail to attract enough buyers. If they set expectations too high, buyers will be disappointed. Customer value and customer satisfaction are key building blocks for developing and managing customer relationships.

- Exchange and Relationship : Marketing occurs when people decide to satisfy their needs and wants through exchange relationships. Exchange is the act of obtaining a desired object from someone by offering something in return. Marketing consists of actions taken to create, maintain, and grow desirable exchange relationships with target audiences involving a product, service, idea, or other object.
- Markets : The concepts of exchange and relationships lead to the concept of a market. A market is the set of actual and potential buyers of a product or service. These buyers share a particular need or want that can be satisfied through exchange relationships. Marketing means managing markets to bring about profitable customer relationships. However, creating these relationships takes work. Sellers must search for and engage buyers, identify their needs, design good market offerings, set prices for them, promote them, and store and deliver them. Activities such as consumer research, product development, communication, distribution, pricing, and service are core marketing activities.

The recent technology boom has created a digital age. The explosive growth in computer, communications, information, and other digital technologies has had a major impact on the ways companies bring value to their customers. Now, more than ever before, we are all connected to each other and to information anywhere in the world. Where it once took days or weeks to receive news about important world events, we now learn about them as they are occurring via live satellite broadcasts and news Web sites. Where it once took weeks to correspond with others in distant places, they are now only moments away by cell phone, e-mail,

or Web cam. For better or worse, technology has become an indispensable part of our lives. Internet a vast public web of computer networks that connects users of all types all around the world to each other and to an amazingly large information repository (Kotler and Armstrong 2011).

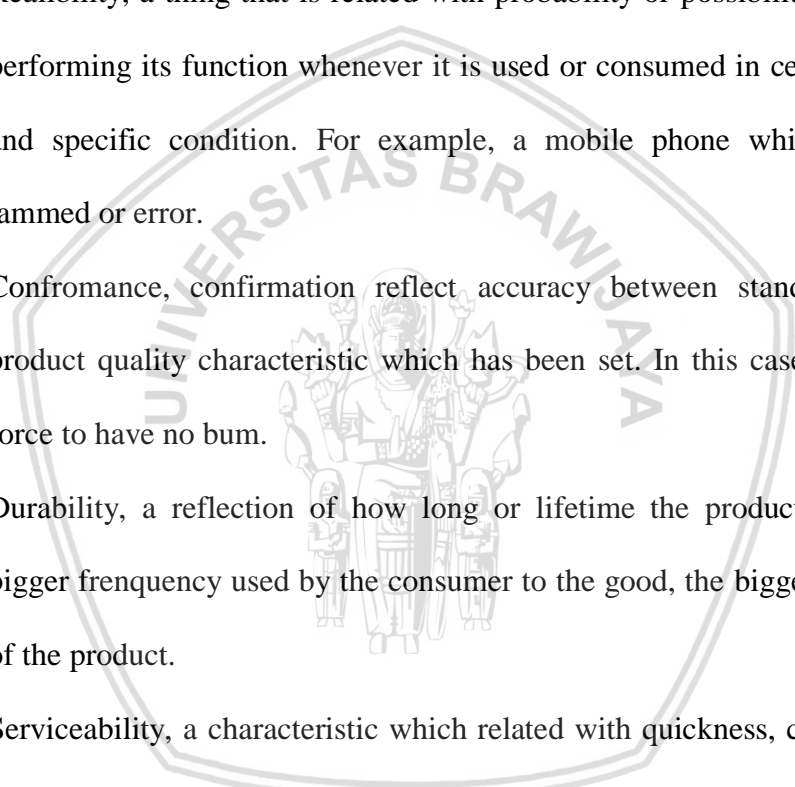
The digital age has provided marketers with exciting new ways to learn about and track customers and create products and services tailored to individual customer needs. It is helping marketers communicate with customers in large groups or one-to-one. Through Web videoconferencing, marketing researchers at a company's headquarters in New York can look in on focus groups in Chicago or Paris without ever stepping onto a plane. With only a few clicks of a mouse button, a direct marketer can tap into online data services to learn anything from what car you drive to what you read to what flavor of ice cream you prefer. Or, using today's powerful computers, marketers can create their own detailed customer databases and use them to target individual customers with offers designed to meet their specific needs.

2.3 Product Quality

According to Heizer and Render (2011) quality is the ability of a product or service to meet customer needs. In essence a person will buy a product does not only just own the product. Consumers purchase the product or service because the product or service itself use as tools to fulfill needs and wants.

According to Kotler and Armstrong (2008) the meaning of product quality is the ability of a product to show their function and it includes entirely like performance, reliability, durability, and features. Whereas, eight dimension of quality according to Mullins, Walker, and Boyd (2008):

- a) Performance, performance quality related to functional aspect, an item, and a main characteristics for customers to buy the product. For example, convenience and comfort by using the product itself.
- b) Feature, an aspect which useful to add basic function, related to product selection and the development. Feature is complementary characteristic and to gain customer.
- c) Reliability, a thing that is related with probability or possibility of a good performing its function whenever it is used or consumed in certain period and specific condition. For example, a mobile phone which is often jammed or error.
- d) Conformance, confirmation reflect accuracy between standard design product quality characteristic which has been set. In this case, a good is force to have no bum.
- e) Durability, a reflection of how long or lifetime the product used. The bigger frequency used by the consumer to the good, the bigger durability of the product.
- f) Serviceability, a characteristic which related with quickness, competency, convenience, and accuracy in service to fix the good.
- g) Aesthetics, a characteristic that behaved subjective about aesthetic value, like how a good looks like from physicality, taste, and shape of the product.
- h) Perceived quality, which subjective nature, related with the emotional feeling of customer about the availability of a product as good quality product.



By looking at the description above, it could be concluded that Product Quality is an effort to fulfill or exceeds customer expectations, where a product have standard quality which has been specified and quality is a condition that is always changing because taste or hope of customers towards product is always changing.

2.3.1 Factors affecting Product Quality

In the quality of a product which is generated by the company usually experience diversity. These things happen because the quality of a product affected by a few factors, where factors could decide if a product meet the standardization or no. These factors are as follow :

a. Human

The role of a person or employees which in charge in the company will affect of how good or bad is the product which is produced by the company. That is why human aspect should get more enough attention. This attention could supervise by doing training, motivation, jamsostek, and etc.

b. Management

Responsibility of a quality production in the company is charged to the group that usually called Function Group. In this case, a leader should do good coordination between function group and other group parts in the company. With a good coordination, it could reach a better working environment and harmony, also avoid any chaos in work. This condition might make the company to stay in a good quality also improve to a better product.

c. Financial

A company should provide enough money to maintain or improve the quality. For example, for maintenance and fixing machine or production tools, and etc.

d. Raw Materials

Raw materials is one of the most important aspect and could affect the quality of a product which produced by the company. Therefore, controlling the quality of raw materials is crucial. The company must pay attention in few things like selection of the raw materials, checking on purchase documents, checking the receiving raw materials. These things should be done nicely so that the probability of bad raw materials could be pressed as low as possible.

e. Machine and Tools

Machine and tools used in the process of production will affect in the product quality which made by the company. incomplete equipment or old tools and not efficient can cause low quality product, also low level of efficiency. As a result, the cost of production is increase while the products that has been made might be hard to sale in the market.

2.4 Perceived Value

Almost three decades ago it was noted by Porter (1985) that a competitive advantage of a firm comes from its capability to create value for its customers that exceeds the company's costs of creating it. This perception has not changed up to now as superior customer value delivery is still seen as a key to achieve and maintain competitive advantage (Landroquez, Castro & Cepeda-Carrión, 2011).

This had led to an increased interest of researchers to analyze customer value creation process and how customers perceive value.

Kotler and Keller (2012) defined customer perceived value as “the difference between customer’s evaluation of all the benefits and all the costs of an offering and the perceived alternatives”. They extend the concept by describing customer perceived value as the proportion between total customer value (a bundle of economic, functional and psychological benefits such as product, services, personnel, image value) and total customer costs (monetary, time, energy, psychic costs) (Kotler & Keller, 2012). According to Hutt and Speh (2007), customer value is the customer’s perception and evaluation of how useful the relationship with a supplier is in terms of benefits received and sacrifices made. Furthermore, Hutt and Speh (2007) distinguished two types of benefits: “core benefits” that are core requirements for a customer-supplier relationship and “add-on benefits” reflecting attributes that are typically not required but create added value in a customer-supplier relationship. In line with previous definitions, other authors define customer value as a comparison of weighted “get” and “give” attributes or as a ratio of perceived benefits received and perceived sacrifices. Authors highlight the word “perceived” because both benefits and sacrifices are subjective to a certain level (Christopher, Payne, & Ballantyne, 2008; Heskett, Iones, Loveman, & Sasser, 1994). According to all the definitions above, it is obvious that customer perceived value can be described as the difference between customers’ perception of the benefits they believe they will derive from a purchase compared to the costs they will have to pay.

Despite the homogeneity of customer perceived value definitions, the dimensions of customer perceived value offered by authors are very diverse. Naumann (1995) has suggested that customer's perceived value consist of 5 components: price, product quality, service quality, image and relationship between a customer and a vendor. According to Sheth, Newman and Gross (1991) mentioned five basic types of value exist that are derived from customers' needs:

- Functional value which is understood as perceived utility derived from ability to perform its functional, practical or physical purposes.
- Social value represents perceived advantage deriving from its image and symbolism the product/service provides.
- Emotional value which is described as ability to arouse feelings such as security, pleasure, enthusiasm, romance, passion fear or guilt.
- Epistemic value is the ability of a product or service to make a person curious or satisfy his desire for knowledge or novelty.
- Conditional value is a perceived benefit acquired in the specific situation or some particular social or physical context.
- Sweeney and Soutar (2001) have narrowed down customer value dimensions to three:
 - Social value which reflects the enhancement of social self-concept.
 - Emotional value described as the utility derived from feelings generated by the product.

- Functional value which reflects the advantage obtained from product's quality, performance and price/value received for the money.

One of the most recent studies by Smith and Colgate (2007) has proposed the following four customer value dimensions:

- Functional/ instrumental value reflects how much a product is useful, has characteristics or functions that were expected.
- Symbolic/ expressive value describes the degree to which customers give product some psychological meaning (e.g. self-concept or self-worth)
- Experiential/ hedonistic value is associated with the extent to which a product evokes some particular emotions, feelings and experiences for the customer.
- Cost/ sacrifice value is concerned with the expenses and other sacrifices that might be associated with buying or using a product

Differently from other authors, Ulaga (2003) has focused on customer value in specific contexts and defined eight customer value categories: the quality of a product, delivery, time to market, price of a product, costs of processing, personal communication, the expertise of a supplier and service support.

Woodall (2003) has suggested a distinct typology consisting of five forms of value for the customer:

- Net value which is described as the balance between sacrifices and benefits.
- Derived value reflects the outcomes of use/experience.

- Marketing value defines product attributes as perceived from a customer perspective.
- Sale value defines value as a reduction of sacrifice or cost.
- Rational value which is the evaluation of fairness in the balance of benefit and sacrifice.

2.5 Brand Love

Since the beginning of time, love is a phenomenon that was addressed by multiple people worldwide. Socrates once stated: “One word frees us. Of all the weight and pain in life. That word is Love.” Love cannot be explained physically. “Gravitation is not responsible for people falling in love” stated Albert Einstein. Martin Luther King Jr. defined love as “the only force capable of transforming an enemy into friend”. All in all, “that love is all there is all we know of love” (Emily Dickinson). However, Langner et al. (2014) mentioned that the accumulation of “interpersonal circumstances” supports the love aspect. They further add that personal experiences, related to childhood, interpersonal relationships, transitional periods, hobbies, gifts, vacations and living abroad” exist as “many critical incidents that shape brand love trajectories.

At the same time, most of those experiences are uncontrollable by marketers since they occur individually, subjective and unpredictable. Experiences are the source of brand love relationships (Langner et al. 2014). However, researcher claims that the word ‘love’ in the context of a brand relationship is used too inflationary. Due to experienced changes regarding consumer-brand relationships, merchants are attentive to the integration of emotions into marketing activities, aiming to become a love brand (cf. Bauer,

Heinrich & Albrecht 2009). “Brand love is an important aspect of modern brands for both consumers and marketers alike” (Bagozzi, Batra & Ahuvia 2016); and an important buzzword to be aware of.

When analyzing relationships between consumers and brands, the concept of brand love counts still plays as one of the newest (cf. Batra et al. 2012). This introductory paragraph gives information about which researcher shaped the term and from which other concepts it has derived. Emotional attachment to brands was further analyzed by Thomson et al. (2005). The *researchers* invented a measurement scale to identify the intensity of ‘consumer’s emotional attachments to brands’. The term brand love first appeared in the study of Carroll and Ahuvia (2006). *They* investigated antecedents and outcomes of brand love, which they defined as “a new marketing construct that helps explain and predict variation in desirable post-consumption behaviors among satisfied consumers” (Carroll & Ahuvia 2006, 79). As a result, more hedonic products better contribute to customers’ satisfaction and love towards brands. *They* further discovered the positive influence of brand love on brand loyalty and positive word-of-mouth of self-expressive brands. Patwardhan and Balasubramanian (2011) found out that customers are more loyalty they are emotionally attached to brands.

2.6 Brand Loyalty

The global market place has created competition among several companies. In order to create a significant position in the market place, marketing specialists need to create and execute several strategies to attract customers. Among these strategies, maintaining brand loyalty is considered to be a favourable option (Mao, 2010). The concept of brand loyalty has been

acknowledged by several researchers over time. (Dick & Basu 1994; Kuusik 2007; Alhabeeb, 2007). Early studies defined brand loyalty as repeated buying behaviour (Farley, 1964; Jacoby & Kyner, 1973) while more recent definitions identified characteristic of brand loyalty as a multidimensional concept (Worthington, Russell Bennett & Hartel, 2009).

Some researches in this field have contributed towards identifying how brand loyalty is influenced by individual factors, while the other researchers have worked towards investigating the dimensions or different levels within brand loyalty (Gecti and Zengin, 2013; Kuusik, 2007). Brand loyalty has been subjected to a number of definitions. Brand loyalty can be defined as consumers' willingness to stay with a brand even after the launch of a rival competitor's new promotion or product and to repeatedly purchase the same product or service from the same brand. (Oliver, 1999; Wood, 2004). Kabiraj and Shanmugan (2011), defined brand loyalty as the behaviour or intention of a consumer to consciously or subconsciously repurchase a product or service of the brand at a certain time frequency. Brand loyalty has faced many debates regarding whether repurchases of a particular brand is only due to behavioural attitude which is described as the loyalty of a consumer towards a brand through repeated purchases or something else (Werner and Kumar, 2002). Many researchers have focused their research on this aspect and have identified another dimension that is attitudinal loyalty which is described as, consumers are loyal to a given brand as they have a sense of commitment towards the brand (Khan, Humayun and Sajjad, 2015).

A few authors mentioned that loyalty cannot be judged on the basis on mere purchasing behaviour (Jacoby & Kyner, 1973; Reichheld and Scheffer,

2000). Businesses face several challenges due to advancement in technology along with a dynamic competitive market place. In today's market place it is difficult for a company to differentiate its products from potential competitors as products are easily imitated. In this instance, brand loyalty is noted to be a solution that can help businesses to create a long term competitive advantage (Tabaku, E. and Zerellari Mersini, 2015). The studies of Chegini (2010) and Tripathi (2009) also supported the importance of brand loyal customers as a way to maintain growth and success in the marketplace. Maintaining brand loyalty is important from an organization's perspective because it helps to ensure that its product or service has the required qualities and hence forms a base for future purchase behaviour. Mokhtar, Amjaad and Husain (2000) explained the role of brand loyalty in future growth and profitability of an organisation. The authors state that, a loyal customer tends to stick to their preferred brand for a long period of time and spend more of their money towards it. Moreover, loyal customers tend to market indirectly for a brand through word of mouth communication. Companies profitability can be positively influenced by the long life of customer relationship (Reichheld & Sasser, 1990). Hence, a company to some extent must dedicate their marketing efforts towards maintaining, developing and enhancing customer loyalty (Dick & Basu, 1994). Increased level of loyal customers leads to return on investments, increase in market share and higher profit margins (Denoue and Saykiewicz 2009). Studies on the other hand have also explored the negative effects of not maintaining customer loyalty on the profitability of the brand. Kotler, Burton and Deans (2013) mentioned that, it can cost a company 5 times more to win a new customer. Reinartz and Kumar (2002) critiqued the approach

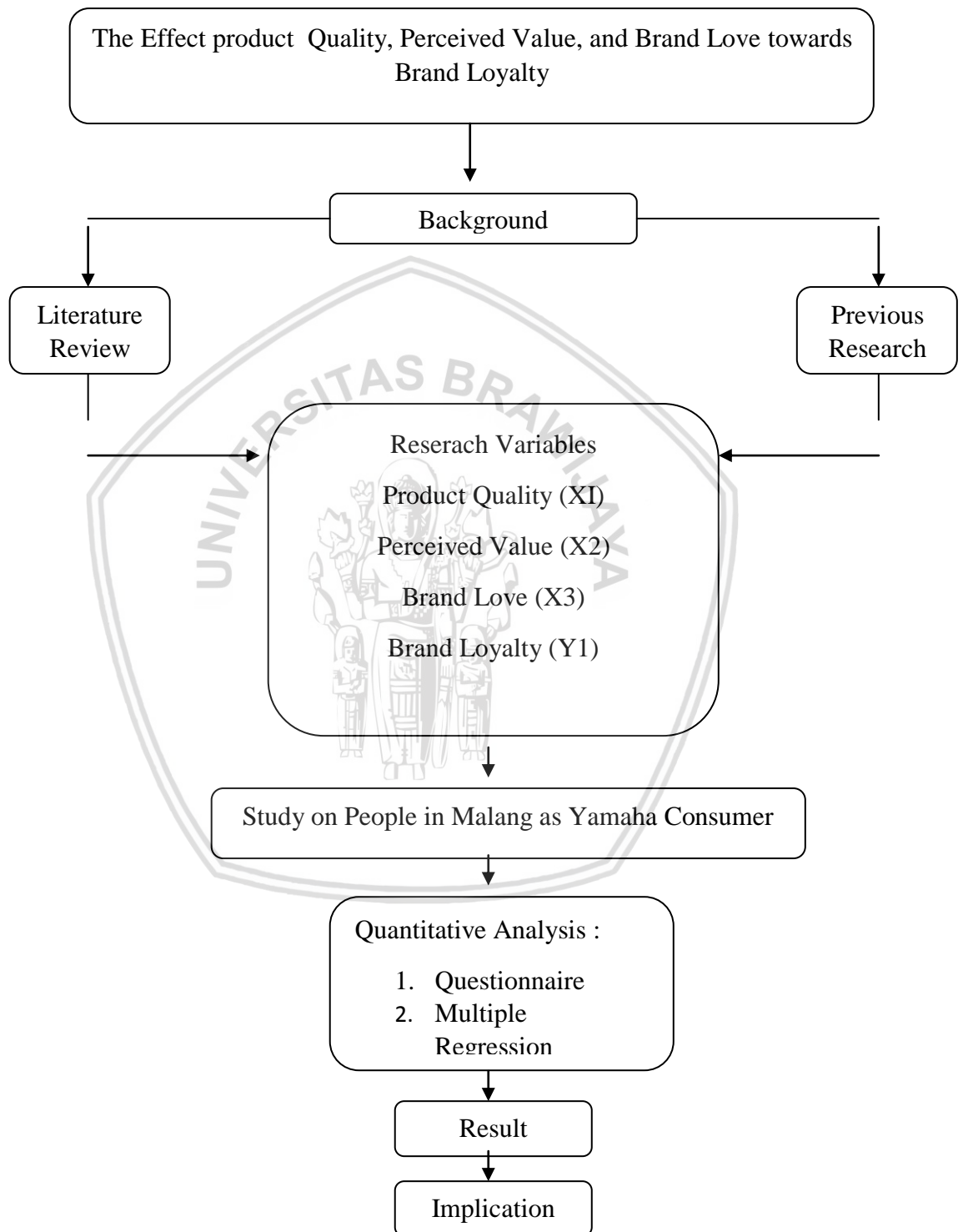
of loyalty and profitability and mentioned that customers are very profitable in the beginning, but over time the profitability falls. Chegini (2010) noted that creating a sense of loyalty among all the customer is not a viable option for companies and hence companies must screen a profitability analysis on customers and invest on in those who promise a profitable relationship. Dick and Basu (1994) also argued that spurious loyal customers who only identify with the brand in terms of discounts and low prices may not be able to increase the company's profitability for a long term perspective. Hence manager must identify such customers and not waste their resources in keeping them loyal as it may not have a significant impact on the long term profitability. However, if companies are looking at creating brand loyalty, marketers should ensure that they have strategies in place to continuously maintain loyal customers (Reichheld & Scheffer, 2000). Brand loyalty can be better understood when different factors that influences customer's decision of being loyal to a specific brand is examined.

2.6 Research Framework

This research study is identifying the effect of Product Quality, Perceived Value, and Brand Love towards Brand Loyalty of Yamaha Motorbike Consumer in Malang city. The researchers distributed the questionnaires to the people in Malang as Yamaha's consumer to represent as a sample of the population. The research framework concept will be explained below, as follows:

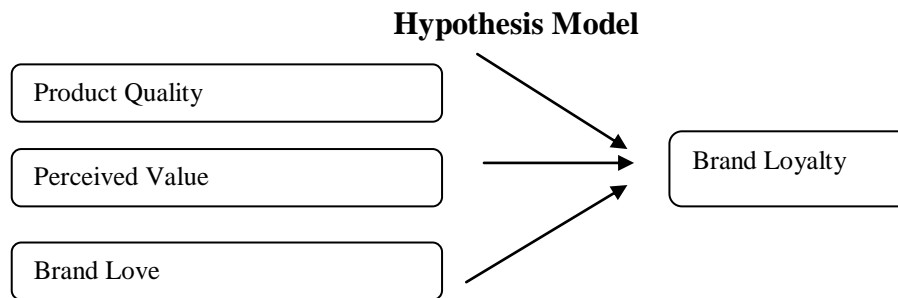
Figure 2.1

Research Framework



2.7 Research Hypothesis

Figure 2.1



According Sugiyono (2011), hypothesis is a temporary answer to the formulation of research problems, in which the formulation of research problems is stated in the form of a question. It is said to be temporary because new answers is given based on the theory. The hypothesis was formulated based on framework that temporarily answer the formulated problem.

H1 : Product Quality has significant influence on Brand Loyalty

H2 : Perceived Value has significant influence on Brand Loyalty

H3 : Brand Love has significant influence on Brand Loyalty

CHAPTER III

RESEARCH METHOD

3.1 Type of Research

According to the characteristics of problem that will be test or examined, the type of research used in this study is quantitative research and is included in explanatory research. According Sugiyono (2011) Quantitative research method can be defined as a research method that is based on the philosophy of positivism sample and is used to examine the population or a particular sample using the research data, instruments of research, quantitative data analysis / statistics, with the aim to test the hypothesis that has been set. Furthermore, the explanatory research may explain the causal relationship among variables through hypothesis testing. Therefore, explanatory research is a research that may highlight the relationship between the study variables and test hypotheses that are formulated previously (Singarimbun, 2008).

3.2 Population & Sample

3.2.1 Research Population

According to Sekaran and Bougie (2010), population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is group of people, events or things of interest for which the researcher wants to make inferences. Population in this study is the people in Malang as Yamaha Consumer.

3.2.2 Research Sample

According to Sekaran (2006), sample is described as a number of population's member but not every population's member can be defined as

sample. A census involves a complete count of each element in a population. On the other hand, a sample is a subgroup of the population (Malhotra & Peterson, 2006).

There are two types of sampling techniques which are probability and nonprobability sampling. This study used purposive sampling which is included into non-probability sampling. In purposive sampling, the researcher specifies the sample of the population characteristic and locates the respondent into those characteristic (Johnson & Christensen, 2010). This study uses specific type of people to be the respondent because they are who can deliver accurate information that researcher is looking for. The considerations of some criteria are as follow:

1. Respondent who lives in Malang
2. Respondent who purchases the products once or more
3. Respondent who is in the age 17 – 65 years old

3.2.3 Sample Size

Based on the criteria of the population, there will be a lot of people included in the criteria. The researcher will find it hard to observe the whole population which might happen due to financial constraint, human resources, and time. Due to efficient and effective observation, the researcher decides to use sample size based on Sekaran (2003). It is mentioned that sample size which is larger than 30 and less than 500 are appropriate for most research. It is also stated that the population should be 10 times from the total variable as the minimum respondent.

3.3 Data Types

The types of data used in this research are:

1. Primary Data

According to Sekaran and Bougie (2010), primary data is the first hand information obtained by the researcher on the variables of interest for specific purpose of the study.

2. Secondary Data

Secondary data is usually collected from other resource such as book, government website, or data that has been collected from other researcher. This research uses secondary data from government website, books, journals, and previous research to help this study focus on its purpose and easier in gaining the answer of the hypothesis. The advantage of using this type of data in this research are the researcher can compare data between present and past. Secondary data is also cheaper and easier to get, and also it has a lot of author to help the researcher of this study learn and understand more about the research topic.

3.4 Data Collection Method

Data collection method is very important in doing a research. It can be conducted in few ways with its advantages and disadvantages. This study conducted few types of techniques from primary and secondary method. Based on the type of the research, data collection method is described as follows:

1. Primary data

Primary data is the most important aspect on this study to answer the hypothesis. This study uses one type of data collection as our primary data which is explained as follows:

a. Questionnaire

Questionnaires are data collection techniques done by giving a set of questions or a written statement for the respondent to answer (Sugiyono, 2011).. Questionnaires is an efficient data collection techniques and suitable, when the number of respondents is large enough.

2. Secondary data

Secondary data refers to the information that has been gathered by other researcher either it has the same aim or not. Secondary data usually can be accessed on public information such as government website, journals website, or books. In this research secondary data was gathered from the article of the official website, online statics, online journals, and books.

3.5 Research Variable and Definition of Operational Variable

3.5.1 Variable Identification

Variables according to Sugiyono (2011) is defined as something that is in the form of what is defined by the researchers to be studied in order to obtain information about it, then is deduced. This research used 3 independent variables and 1 dependent variable.

a. Independent Variables

According to Sekaran and Bougie (2010) Independent variable is one that influences the dependent variable in either a positive or negative way. In this research the independent variables are:

1. Product Quality (X_1)
2. Perceived Value (X_2)

3. Brand Love (X_3)

b. Dependent Variables

Dependent variables refer to the primary interest of the researcher. The goal of the researcher is to understand the dependent variable. The dependent variable in this study is Brand Loyalty (Y_1)

3.5.2 Definition of Operational Variables

In accordance to the title of the thesis which is "The effect product quality, perceived quality, and brand love towards brand loyalty". There are five variables of the study namely:

1) Product Quality (X_1)

According to Heizer and Render (2011) quality is the ability of a product or service to meet customer needs. In essence a person who buy a product does not only own the product. Consumers purchase the product or service because the product or service itself is used as a tool to fulfill needs and wants. The indicators of Product Quality are:

- a. $X_{1,1}$ performance, the performance of the bike is just what is expected.
- b. $X_{1,2}$ durability, the durability of the bike is strong and reliable.
- c. $X_{1,3}$ serviceability, the treatment and sparepart is reachable anywhere.
- d. $X_{1,4}$ aesthetics, the appearance of the bike is always on point.

2) Perceived Value (X_2)

Kotler and Keller (2012) defined customer perceived value as "the difference between customer's evaluation of all the benefits and all the

costs of an offering and the perceived alternatives”. They extended the concept by describing customer perceived value as the proportion between total customer value (a bundle of economic, functional and psychological benefits such as product, services, personnel, image value) and total customer costs (monetary, time, energy, psychic costs). The indicators of Perceived Value are:

- a. $X_{2,1}$ price, the price is always affordable and reasonable.
- b. $X_{2,2}$ value, the value of Yamaha motorbike is always one step ahead of the other brand.
- c. $X_{2,3}$ benefits, the benefits of using Yamaha motorbike is equivalent with the cost I spent.
- d. $X_{2,4}$ operational use, the way to use to bike is really easy

3) Brand Love

Brand love is an important aspect of modern brands for both consumers and marketers alike (Bagozzi, Batra & Ahuvia 2016); and an important buzzword to be aware of. The indicators are:

- a. $X_{3,1}$ I want to have the latest bike of Yamaha
- b. $X_{3,2}$ I have devotion to the brand of Yamaha
- c. $X_{3,3}$ I have a positive mindset to Yamaha
- d. $X_{3,4}$ I have more confidence when I am using Yamaha

4) Brand Loyalty

Brand loyalty has been subjected to a number of definitions. Brand loyalty can be defined as consumers’ willingness to stay with a brand even after the launch of a rival competitor’s new promotion or product and to

repeatedly purchase the same product or service from the same brand.

(Oliver,1999; Wood, 2004). The indicators are:

- a. $Y_{1,1}$ I am likely to use Yamaha in the future
- b. $Y_{1,2}$ I am likely to recommend Yamaha to the others
- c. $Y_{1,3}$ If I am about to buy a motorcycle, i would choose Yamaha as my first choice
- d. $Y_{1,2}$ I consider myself to be loyal to this motorbike brand

Table 3.1

Operational Variable (Product Quality , Perceived Value, Brand love, and Brand Loyalty) of Research

Variable	Indicator	Item	Source
Product Quality (X1)	Performance	($x_{1,1}$) the performance of the bike is like what I expected	Meilanda Wulansari (2015)
	Durability	($x_{1,2}$) the durability of the bike is strong and reliable	
	Serviceability	($x_{1,3}$) the treatment and sparepart is reachable anywhere	
	Aesthetics	($x_{1,4}$) the appearance of the bike is always on point	
Perceived Value (X2)	Price	(X2.1) the price is always affordable and reasonable	Lilik Suprapti (2010)
	Value	(X2.2) thevalue of Yamaha motorbike is always one step ahead of the other brand	
	Benefits	(X2.3) the benefits of using Yamaha motorbike is equivalent with the cost I spent	
	Operational use	(X2.4) the way to use to bike is really easy	
Brand Love		(X3.1) I want to have	Ida

Variable	Indicator	Item	Source
(X3)		the latest bike of Yamaha	Wahyuningtiyas (2016)
		(X3.2) I have devotion to the brand of Yamaha	
		(X3.3) I have a positive mindset to Yamaha	
		(X3.4) I have more confidence when I'm using Yamaha	
Brand Loyalty (Y1)		(Y1.1) I am likely to use Yamaha in the future	Athanasios Krystallis (2013)
		(Y1.2) I am likely to recommend Yamaha to the others	
		(Y1.3) If I am about to buy a motorcycle, i would choose Yamaha as my first choice	
		(Y1.4) I consider myself to be loyal this motorbike brand	

Source: Secondary data processed, 2018.

3.6 Measurement Scale

The measurement scale in this research uses Likert scal. According to Malhotra (2010) Likert scale is a rating scale that uses a 5 scale to measure and indicate agreement or disagreement. The data will be collected by distributing the questionnaire either directly to the respondent or through website. The scale from 1 to 5 that used in this research is described on the table below:

Table 3.2**Measurement Scale**

Answer Choice	Scale
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

Source: Sugiyono, 2011.

3.7 Research Test Instrument

Data processing is done to test the hypothesis of statistical research with multiple linear regression as a means of testing. According Sugiyono (2014) measuring instrument research in a study referred to as research instruments. The number of research instruments depends on the number of research variables that have been set for research. In this study, the instrument used is a questionnaire. In order to obtain a truly valid result it is necessary to test the instruments used, namely to test the validity and reliability.

3.7.1 Validity Test

Validity test is technique to test questionnaire that the instrument used in research to get the data so the data obtained can be used (valid) or not. There are several types of validity test according to Sekaran and Bougie (2010:158) that is used to test the goodness of measurement, the researcher uses different term to denote them. The researcher analyses the validity of research instrument by entering the items of respondents per each variable to put into calculation of validity analysis program named SPSS for Windows. Testing criteria is done as follows, If the count of r (coefficient) $\geq r$ table (test 2 sides with sig. 0.05), the

instrument items significantly correlated to the questions so the total score (is declared invalid) and the opposite or invalid if the count $r < r$ table.

3.7.2 Reliability Test

According to Ferdinand (2011:263) a scale or measuring instrument data and data produced is considered reliable or credible, when the instrument is consistently produces similar results each time resulting measurement (Ferdinand, 2011: 263). The method used to test the reliability of questionnaires in this research is the formula coefficient of Alpha Cronbach.

- a. When the results of the Alpha coefficient $> 60\%$ significance level, or 0.6 the questionnaire is reliable.
- b. When the results of the coefficient alpha $< 60\%$ significance level, or 0.6 the questionnaire is not reliable

3.8 Classical Assumption Test

Classical assumptions test is done to determine the condition of the existing data. To determine the proper analysis models, this research. It is to test whether the regression line is obtained by linear and it can be used for forecasting, the three models which are:

3.8.1 Normality Test

According to Ghozali (2011) normality test purposes is to test whether in regression model the disturbing variable or residual variable has normal distribution. The method used to test the normality is the Kolmogorov-Smirnov test. The significance of the result of the Kolmogorov-Smirnov is > 0.05 . Having this number means that the data is normally distributed. If it is less than 0.05, the data is not normally distributed. Therefore, it can detect the normality.

Principally the normality of Data can be seen by looking at the spread of the data (points) on the diagonal axis on the graph or histogram of the residual.

Normal and abnormal data can be described as follows:

1. If the data spread around the diagonal line follows the direction of the diagonal line or histogram chart, it shows that the pattern normally distributed, then the model regression meets the assumption of normality.
2. If the data spread far from the diagonal line and does not follow the direction of the line diagonal or histogram graph, it does not show a pattern of distributed normal, so regression model does not meet the assumptions of normality.

3.8.2 Multicollinearity

Multicollinearity is a test that is often encountered by statistical phenomenon in which two or more independent variables in multiple regression model are highly correlated (Sekaran & Bougie, 2013:319). The common way to identify multicollinearity is by determining the amount of value inflation factor (VIF). The steps to identify multicollinearity assumption are:

- If the VIF value is smaller than 10 ($VIF < 10$), there is no multicollinearity problem
- If the value < 1 , there is no multicollinearity problem

3.8.3 Heteroscedasticity

According to Ghazali (2011) heteroscedasticity test is useful to know whether there was dissimilarity of variance of residuals some observations with

other observations in the regression model. To test whether there is a problem heteroscedasticity can be done by looking whether there is a certain pattern in the scatterplot graph between SRESID and ZPRED where the Y axis is the residual and the X axis is the X that has been predicted. If there is a specific pattern on a regular basis on the scatterplot graph then there is an indication that there heteroscedasticity. If there is no clear pattern, so there is no heteroscedasticity.

3.9 Data Analysis Method

According to Sugiyono (2014) data analysis can be defined as activities that include:

- 1) Grouping data by variable and respondent type
- 2) Ttabulating data based on variables from all respondents
- 3) Presenting data of each variable studied
- 4) Perform calculations to answer the problem formulation, and
- 5) Perform calculations to test the hypothesis that has been proposed

Based on the above statement, the method of data analysis conducted in this research is descriptive method verifikatif with quantitative approach. Descriptive method is a statistic used to analyze data data by describing or describing data that has been collected without intending to make conclusions that apply to the public (Sugiyono, 2014). The purpose of descriptive research is to create a description, systematic description, factual about the facts, properties and the relationship between the phenomena being investigated about the actual situation of the object under investigated.

3.9.1 Descriptive Analysis

According to Sugiyono (2014) descriptive analysis is a statistic used to analyze data by way of describing or describing the data collected as is. Brief description of the data is done by using descriptive statistics of frequency tables in the form of percentage and average statistical size (mean). The purpose of descriptive analysis is to interpret the frequency distribution of respondents' answers to the questionnaire. Descriptive data analysis can also be used to support the discussion of research results.

3.9.2 Multiple Regression Analysis

This model is used to explain the effect of independent variable to the dependent variable to make the equation of a line multiple linear regression.

Equation regression models by Ghazali (2007) are:

$$Y = a + b_1 y_1 + b_2 y_2 + b_3 x_3 + c$$

Description:

Y = Brand Loyalty

X1 = Product Quality

X2 = Perceived Value

X3 = Brand Love

3.9.3 Determination Coefficient (R²)

Coefficient of determinant (R²) is essential to measure how far the ability of the model is able to explain variations of the dependent variable. The coefficient of determination is between zero and one. Small value of R² means that the ability of variables independent in explaining the dependent variable is very limited. When the value is near to point >1(one), it means that the

independent variables provides almost all the information needed to predict the variation of the dependent variable (Ghozali, 2011).

3.10 Hypothesis Test

3.10.1 T Test (Partial Test)

According to Ghozali (2011), t test basically shows how far the influence of the independent variables individually in explaining the dependent variable. T test is used to see the significant effect of the entire independent variable X partial effect on dependent variable Y. The hypothesis is formulated as follows:

- $H_0: \beta_i = 0$, meaning there is no significant influence of independent variable on the dependent variable.
- $H_a: \beta_i \neq 0$, meaning that there is a significant influence of independent variables on the dependent variable

The acceptance or rejection of the hypothesis is based on the following criteria:

1. If the value of the t statistic significance is < 0.05 , then H_0 is accepted. This means there is a partial significant effect among Product Quality, Brand Love ,and Perceived Value to the Brand Loyalty.
2. If the value of the t statistic significance is > 0.05 o, then H_0 is rejected. This means that there is no partial significant effect among Product Quality, Brand Love,and Perceived Value to the Brand Loyalty.

3.11 Dominant Test

To compare the which variables give the most influence on Brand Loyalty, it can be used standardized regression coefficient Beta. It is the result from an analysis that carried out on variable that have been set.

CHAPTER IV

RESULT AND DISCUSSION

4.1 Description of Research Object

4.1.2 Overview of Yamaha

The Yamaha company's name is originally taken from its founder 'Yamaha Tarakusu' in 1887. The company's first name is Yamaha corp (Nippon gakki). Yamaha was first known as a manufacturer of musical instruments, not intermittently Yamaha is very familiar in the eyes of the world as the world's largest maker of musical instruments. On June 1, 1955 stands Yamaha Motor Corp which is different with Yamaha corp but still in one group. His first production bike was a 125cc single-cylinder 2 stroke. 125cc motor is known as YA1 aka Atakombo (also known as Red DragonFly). This motor is quite successful and the next production using 175cc engine. The next motor production was the YDI twin cylinder in 1957, capable of removing 20 bHP power and winning Mount Asama race in Japan. Its production is about 15,811 bikes and this number is still below Honda or Suzuki. Furthermore, Yamaha developed quite rapidly and in 1959 came out first motor sport known as YDSI with 5 speed gearbox. In 1960, its production increased 6-fold to 138 thousand motorcycles.

After the end of the Korean War the economy of the United States was so booming and this pushes Japanese exports, especially motorcycles to the United States. In 1962 yamaha exports to the US as many as 12 thousand motorcycles. Then in 1962 had reached 12 thousand units. Similarly for the year 1963, approximately as many as 36 thousand units. And the peak in 1964, exports

reached 87 thousand units. Year 1963, Yamaha make 250cc motor, twin cylinder and water cooled. Since then, yamaha is fairly well known throughout Japan. In 1965, Yamaha production has reached 244 thousand units and allocation of 50:50 where some for export while some other for domestic consumption.

4.2 Characteristics of Respondent

4.2.1 Characteristic of Respondent based on Age

The results of data tabulation on the general overview of respondents based on age are presented in Table 4.1, as follow:

Table4.1
Respondents based on age

Age	Frequency	Percentage
17 – 22	80	66,6 %
23 – 28	15	12,5 %
29 – 34	15	12,5 %
35 – 40	5	4,16 %
>41	5	4,16 %
Total	120	100 %

Source: Primary Data Processed, 2018.

Based on table 4.1 above, it can be seen that age between 17 – 22 is 80 respondents or 66,6%, age between 23-28 is 15 respondents pr 12,5%, age between 29 – 34 is 15 respondents or 12,5%, age between 35 – 40 is 5 respondents or 4,16, and the respondents aged 41 above is 5 or 4,16%. It can be concluded that most of the users are teenage adult who use the product and experience the performance of the bike everyday.

4.2.2 Characteristics of Respondent based on Gender

The results of data tabulation the general overview of respondents based on are presented on Table 4.2, as follow:

Table 4.2
Gender

Gender	Frequency	Percentage
Male	76	63,3 %
Female	44	36,6 %
Total	120	100 %

Source: Primary Data Processed, 2018.

Based on the table above, it can be seen that the number of males respondents is 76 or 63,3%, while the female is 44 respondents or 36,6%. The primary target for Yamaha is unisex, the product of the Yamaha can be used by male and female. There is no dominant users among genders. So, based on the table it can be concluded that most of the users are male with 63,3%.

4.2.3 Characteristic of Respondent based on Salary

The results of data tabulation on the general overview of respondents based on salary are presented on Table 4.3, as follow:

Tabel 4.3
Salary of Respondent

Salary	Frequency	Percentage
<Rp. 2.000.000	24	20%
Rp. 2.000.000 - Rp. 4.000.000	45	37,5%
Rp. 4.000.000 - Rp. 6.000.000	30	25%
Rp. 6.000.000 – Rp8.000.000	11	9,16%
>Rp. 8.000.000	10	8,3%
Total	120	100 %

Source: Primary Data Processed, 2018.

Based on the table above, it can be seen that respondents which has salary less than Rp. 2.000.000 is 24 respondents or 20%, while respondent which make Rp. 2.000.000 – 4.000.000 is 45 respondents or 37,5%, and respondents who make Rp. 4.000.000 – 6.000.000 is 30 respondents or 25%, respondents who

make Rp. 6.000.000 – 8.000.000 is 11 respondents or 9,16%, and respondents who make more than Rp. 8.000.000 is 10 respondents or 8,3%.

4.2.4 Characteristics of Respondent based Occupation

The results of data tabulation the general overview of respondents by occupation are presented in Table 4.4, as follow as:

Tabel 4.4

Respondents Occupation

Occupation	Frequency	Percentage
Student	54	45%
Government employees	11	9,16%
Private employees	25	20,83%
Entrepreneurship	20	16,6%
Others	10	8,3%
Total	120	100%

Source: Primary Data Processed, 2018.

Based on the table above, it can be seen that respondent who work as students is 54 or 45%, respondent who work as government employees is 11 or 9,16%, respondents who work as private employees is 25 or 20,83%, respondents who work as entrepreneurship is 20 or 16,6%, and others is 10 or 8,3%.

4.2.5 Characteristics of Respondents Based on Latest Education

The results of data tabulation the general overview of respondents by gender are presented in Table 4.5, as follow as:

Table 4.5

Characteristics of Respondents Based on Latest Education

Latest Education	Frequency	Percentage
High School	54	45%
Diploma III	14	11,6%
Undergraduate (S1)	45	37,5%

Latest Education	Frequency	Percentage
Post Graduate (S2)	5	4,16%
Others	2	1,6%
Total	120	100%

Source: Primary Data Processed, 2018.

Based on the previous table of 4.5, it can be seen that respondents who graduates from high school is 54 respondents or 45%, Diploma is 14 respondents or 11,6%, undergraduate 45 respondents or 37,5%, post graduate is 5 respondents or 4,16%, and the others is 2 respondents or 1,6%. It can be concluded that the consumers of Yamaha in Malang is a student which is study in college. They use the bike for daily use of their live and they are experience and use the Yamaha product almost literally everyday.

4.3 Distribution of Respondents Answers

4.3.1 Distribution Frequency Variable Product Quality (X1)

In Brand Awareness variable there are four item questions given to the respondents. The answer from respondents can be seen in the table 4.6 as follows:

Table 4.6

Distribution Frequency Variable Product Quality (X1)

Item	5		4		3		2		1		Total		Mean
	F	%	F	%	F	%	F	%	F	%	Total	%	
X1.1	23	19.17	70	58.33	24	20.00	3	2.50	0	0.00	120	100	3.94
X1.2	23	19.17	69	57.50	25	20.83	3	2.50	0	0.00	120	100	3.93
X1.3	48	40.00	60	50.00	9	7.50	3	2.50	0	0.00	120	100	4.28
X1.4	10	8.33	76	63.33	30	25.00	4	3.33	0	0.00	120	100	3.77
													3.98

Source: Primary Data Processed, 2018.

X1.1 : Performance of the bike is really good

X1.2 : Yamaha has a strong durability product

X1.3 : The spare part are easy to find

X1.4 : Yamaha has good looking bike

Based on the table 4.6 it can be seen that from 120 respondents, it can be obtained an assessment of the Product Quality variable. The result of the description of Product Quality variables has an average value of 3.98. The value indicates that the respondent has a high Product.Quality .

4.3.2 Distribution Frequency Variable of Perceived Value(X2)

In Perceived Value variable there are four item questions given to the respondents. The answer from respondents can be seen on table 4.7 as follows:

Table 4.7

Distribution Frequency on Perceived Value variable (X2)

Item	5		4		3		2		1		Total		Mean
	F	%	f	%	f	%	F	%	f	%	Total	%	
X2.1	13	10.83	75	62.50	31	25.83	1	0.83	0	0.00	120	100	3.83
X2.2	18	15.00	58	48.33	41	34.17	3	2.50	0	0.00	120	100	3.76
X2.3	14	11.67	68	56.67	30	25.00	8	6.67	0	0.00	120	100	3.73
X2.4	17	14.17	78	65.00	21	17.50	4	3.33	0	0.00	120	100	3.90
													3.81

Source: Primary Data Processed, 2018.

X2.1 : Price of Yamaha is affordable and reasonable

X2.2 : Yamaha's value is always one step ahead

X2.3 : The equivalent of what i spent for the bike is worth it

X2.4 : Operational use of Yamaha bike is really easy

Based on the table 4.6 it can be seen that from 120 respondents, we can obtained about assessment of Perceived Value variable. The result of the Perceived Value variable description has an average value of 3.81. The value indicates that the respondent has a high level of Perceived Value.

4.3.3 Distribution Frequency Variable of Brand Love (X3)

In Brand Love variable there are four item questions given to the respondents. The answer from respondents can be seen in the table 4.8 as follows:

Table 4.8

Distribution Frequency Variable Brand Love(X3)

Item	5		4		3		2		1		Total		Mean
	F	%	f	%	f	%	F	%	f	%	Total	%	
X3.1	29	24.17	59	49.17	28	23.33	4	3.33	0	0.00	120	100	3.94
X3.2	18	15.00	68	56.67	28	23.33	6	5.00	0	0.00	120	100	3.82
X3.3	33	27.50	65	54.17	21	17.50	1	0.83	0	0.00	120	100	4.08
X3.4	14	11.67	65	54.17	38	31.67	3	2.50	0	0.00	120	100	3.75
													3.90

Source: Primary Data Processed, 2018.

X3.1 : i wants to have the latest bike of Yamaha

X3.2 : i have devotion to the brand of Yamaha

X3.3 : Yamaha has a positive mindset among customers

X3.4 : Confidence increase while using Yamaha

In Table 4.8 it can be seen that from 120 respondents, we can obtained about assessment of Brand Love variables. The result of Brand Love variable description has an average value of 3.90. The value indicates that the respondent has a high Brand Love.

4.3.4 Distribution Frequency of Brand Loyalty(Y)

In Brand Loyalty variable there are four item questions given to the respondents. The answer from respondents can be seen in the table 4.9 as follows:

Table 4.9

Distribution Frequency Variable Brand Loyalty(Y)

Item	5		4		3		2		1		Total		Mean
	F	%	f	%	f	%	F	%	f	%	Total	%	
Y1	14	11.67	78	65.00	22	18.33	6	5.00	0	0.00	120	100	3.83
Y2	22	18.33	69	57.50	27	22.50	2	1.67	0	0.00	120	100	3.93
Y3	20	16.67	66	55.00	31	25.83	3	2.50	0	0.00	120	100	3.86
Y4	16	13.33	79	65.83	24	20.00	1	0.83	0	0.00	120	100	3.92
													3.88

Source: Primary Data Processed, 2018.

Y1 : Likely use Yamaha in the future

Y2 : Likely to recommend Yamaha to the others

Y3 : If im about to buy, i'll buy Yamaha

Y4 : Consider myself as loyal to the brand of Yamaha

Based on the table 4.9 it can be seen that from 120 respondents, we can obtained about assessment about Brand Loyalty variable. The result of Brand Loyalty variable has an average value of 3.88. These values indicate that consumers have a good category in making decisions.

4.3 Result of Instrument Research Test

The questionnaire in this study was used as an analytical tool. Therefore, in the analysis conducted more on the score of respondents in each observation. While whether the response right or not score depends on data collection. Good data collection instruments must meet two important requirements that are valid and reliable.

4.3.1 Validity Test

Testing of validity is needed in a study, especially those using questionnaires in obtaining data. Testing validity is intended to know the validity

of understanding the validity of the concept and empirical reality. Validity test is a measure that shows the validity and validity levels of an instrument. An instrument is said to be valid if it is able to measure what it wants to be measured or can reveal data from the variables studied appropriately. The high validity of the instrument indicates the extent to which the data collected does not deviate from the description of the variable in question.

Validity testing can be done by correlating each factor or variable with the total factor or variable by using correlation (r) product moment.

The test criteria for accepting or rejecting the hypothesis of a valid statement or not can be done by:

$H_0: r = 0$, there is no valid data at Error level (α) 5%.

$H_1: r \neq 0$, there is valid data at Error level (α) 5%.

The null hypothesis (H_0) is accepted when r arithmetic $< r$ table, vice versa alternative hypothesis (H_1) is accepted when r count $> r$ table.

Validity testing conducted by SPSS using product moment correlation yield value of each item statement with score item of question in whole and for more details presented on table as follows:

Tabel 4.10

Validity Test Variable

Item	r Test	Sig.	r Table	Information
X1.1	0.711	0.000	0.3	Valid
X1.2	0.771	0.000	0.3	Valid
X1.3	0.687	0.000	0.3	Valid
X1.4	0.717	0.000	0.3	Valid
X2.1	0.673	0.000	0.3	Valid
X2.2	0.762	0.000	0.3	Valid
X2.3	0.712	0.000	0.3	Valid

Item	r Test	Sig.	r Table	Information
X2.4	0.659	0.000	0.3	Valid
X3.1	0.710	0.000	0.3	Valid
X3.2	0.816	0.000	0.3	Valid
X3.3	0.646	0.000	0.3	Valid
X3.4	0.636	0.000	0.3	Valid
Y1	0.750	0.000	0.3	Valid
Y2	0.794	0.000	0.3	Valid
Y3	0.819	0.000	0.3	Valid
Y4	0.680	0.000	0.3	Valid

Source: Primary Data Processed, 2018.

From Table 4.10 above can be seen that the value of sig. r question item is smaller than 0.05 ($\alpha = 0.05$) which means that each variable item is valid, so it can be concluded that the items can be used to measure the research variables.

4.4. Reliability Test

Reliability test shows the level of stability, sharpness and accuracy of a measuring instrument or test used to determine the extent to which the measurement is relatively consistent when re-measured. This test is used to determine the extent to which a person's answers are consistent or stable over time. Reliability testing technique is to use coefficient value of alpha reliability. Criteria of decision-making is if the value of the coefficient of alpha reliability is greater than 0.6 then the variable is reliable.

Tabel 4.11

Reliability Test Result

No.	Variable	Reliability Coefficient	Information
1	X1	0.692	Reliable
2	X2	0.656	Reliable
3	X3	0.659	Reliable
5	Y	0.760	Reliable

Source: Primary Data Processed, 2018.

From Table 4.11 it is known that the value of alpha cronbach for all variables is greater than 0.6. From the previously mentioned provisions, all the variables used for research are reliable.

4.5. Classical Assumption Test Result

These classical assumptions should be tested to meet the use of multiple linear regression. After multiple regression calculations are performed through the SPSS for Windows tool, a classical regression assumption test is performed. Test results are presented as follows:

4.5.1. Normality Test Result

The test is performed to determine whether the residual value is normal or not distributed. The test procedure is performed by Kolmogorov-Smirnov test, with the following conditions:

Hypothesis used:

H0: residual spread normally

H1: residual is not normal spread

If the value is sig. (p-value) > then H0 is accepted which means normality is fulfilled. Normality test results can be seen in Table 4.12

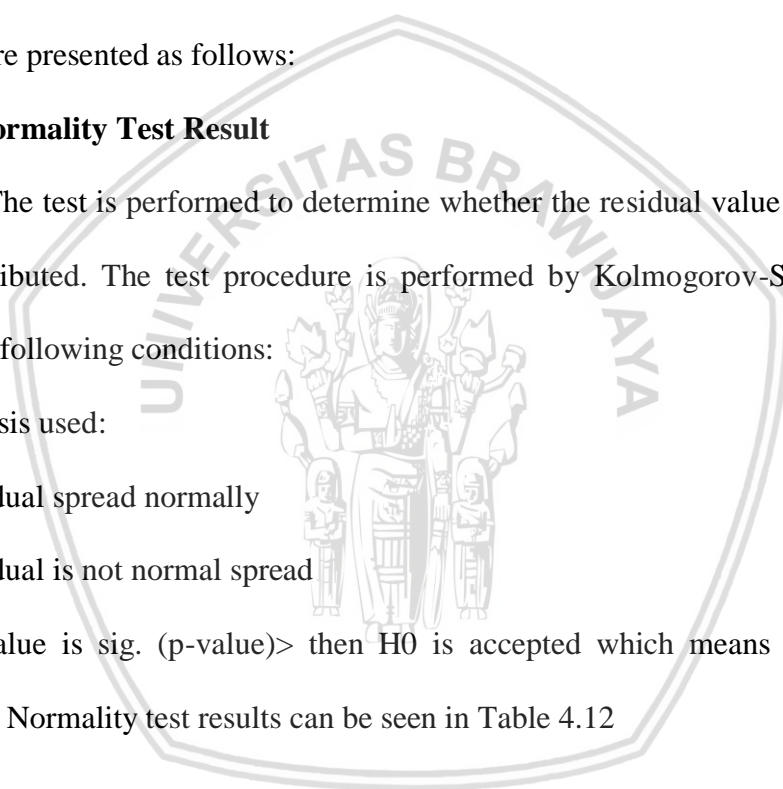


Table 4.12**Normality Test Result****One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.38477483
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.060
Kolmogorov-Smirnov Z		.947
Asymp. Sig. (2-tailed)		.331

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary Data Processed, 2018.

From the calculation results obtained sig value. of 0.331 (can be seen in Table 4.12) or greater than 0.05; then the provision H_0 accepted that the assumption of normality is fullfilled.

4.5.2. Multicollinearity Test

Multicollinearity test is done to know that there is no relationship that is very strong or no perfect linear relationship or it can be said that between independent variables are not related. The way of testing is to compare the Tolerance values obtained from multiple regression calculations, if the tolerance value <0.1 then the multicollinearity occurs. Multicollinearity test results can be seen in Table 4.13.

Table 4.13

Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
X1	0.504	1.983
X2	0.476	2.102
X3	0.590	1.694

Source: Primary Data Processed, 2018.

Based on Table 4.13, the following test results from each independent variable:

- Tolerance for product Quality 0,504
- Tolerance for Perceived Value is 0,476
- Tolerance for Brand Love is 0,590

In the test results obtained that the overall tolerance value > 0.1 so it can be concluded that there is no multicollinearity between independent variables. Multicollinearity test can also be done by comparing the VIF (Variance Inflation Factor) with the number 10. If the value of $VIF > 10$ then occur multicollinearity.

The following test results of each independent variable:

- VIF for product Quality is 1,983
- VIF for Perceived Value is 2,102
- VIF for Brand Love is 1,694

From the test results, it can be concluded that there is no multicollinearity between independent variables. Thus the assumption test of the absence of multicollinearity can be fulfilled.

4.5.3 Heteroscedasticity Test

Heteroscedasticity test is used to find out whether there is inequality of residual deviation value due to the small value of one of the independent variables. Or the difference in the value of variety with the increasing value of independent variables. The test procedure is performed by scatter plot test. Testing homogeneity of the remaining variety is based on the hypothesis:

H_0 : Homogenous residual variety

H_1 : Miscellaneous residual not homogenous

The test result of heteroscedasticity test can be seen in figure 4.1

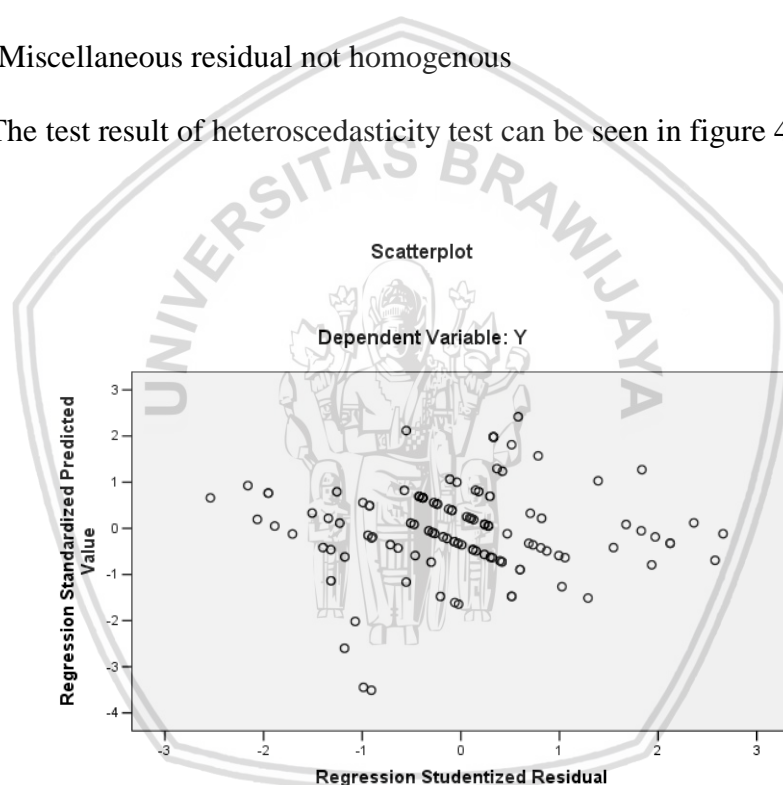


Figure 4.1

Heteroscedasticity Test

Source: Primary Data Processed, 2018.

From the test results obtained that the scatterplot display diagram spread and not form a certain pattern hence no heteroscedasticity, so it can be concluded that the residual has a homogeneous variety or in other words there is no symptoms of heteroscedasticity.

With all the classical assumptions of the above regression, it can be said that the multiple linear regression model used in this research is feasible or appropriate. So that can be taken the interpretation of the results of multiple regression analysis has been done.

4.6. Multiple Regression Analysis

Regression analysis is used to calculate the magnitude of influence between independent variables, namely Product Quality (X1), Perceived Value (X2), Brand Love (X3) to the dependent variable that is Brand Loyalty (Y). By using the help of SPSS for Windows obtained regression model as on Table 4.14:

Table 4.14 : Multiple Regression Analysis Results

Variable	Model	Standardized Coefficients	t	Sig.	Information
Y	(Constant)		1.612	0.110	
	X1	0.204	2.315	0.022	Significant
	X2	0.241	2.657	0.009	Significant
	X3	0.410	5.043	0.000	Significant
R : 0.740 R Square : 0.547 Adjusted R Square : 0.535 F hitung : 46.712 Sig. F : 0.000					
				F table : 2.683 t Table : 1.981	

Source: Primary Data Processed, 2018.

4.6.2. Coefficient of Determination (R^2)

To know how big contribution of independent variables (product Quality (X₁), Perceived Value(X₂), dan Brand Love (X₃)) against the dependent variable (Brand Loyalty) used value adjusted R², coefficient of determination used to calculate the magnitude of influence or contribution of independent variables to the dependent variable. From the analysis on Table 4:13 the results obtained

adjusted R (coefficient of determination) of 0.535. This means that 53.5% Brand Loyalty variable is influenced by independent variables, namely Quality of quiality Product (X1), Perceived Value (X2), and Brand Love (X3). While the remaining 46.5% Brand Loyalty variable will be influenced by other variables that are not discussed in this study.

In addition to the coefficient of determination also obtained correlation coefficient indicating the magnitude of the relationship between independent variables of Product Quality, Perceived Value, and Brand Love with Brand Loyalty variable, R value (correlation coefficient) of 0.740. This correlation value indicates that the relationship between independent variables is Product Quality (X1), Perceived Value (X2), and Brand Love (X3) with Brand Loyalty are included in the strong category because they are in the range 0.6 - 0.8.

4.7.Hypothesis Test

Hypothesis testing is an important part of the study, once the data is collected and processed. Its main purpose is to answer the hypothesis made by the researcher.

4.7.1. Hypothesis I (t test / Partial)

T test is used to find out whether each independent variable partially has a significant influence on the dependent variable. It can also be said if $t_{\text{arithmetic}} > t_{\text{table}}$ or $-t_{\text{arithmetic}} < -t_{\text{table}}$ then the result is significant and means H_0 is rejected and H_1 is accepted. Whereas if $t_{\text{arithmetic}} < t_{\text{table}}$ or $-t_{\text{arithmetic}} > -t_{\text{table}}$ then the result is not significant and means H_0 is accepted and H_1 is rejected.

Based on Table 4.13 the following results are obtained:

- t test between X1 (Product Quality) with Y (Brand Loyalty) shows t arithmetic = 2,315. While t table ($\alpha = 0.05$; db residual = 116) is equal to 1,981. Because t arithmetic > t table ie 2,315 > 1,981 or sig t value (0,022) < $\alpha = 0.05$ then influence of X1 (Product Quality) to Brand Loyalty is significant. This means that H0 is rejected and H1 is accepted so that it can be concluded that Brand Loyalty can be significantly influenced by Product quality or by improving Product Quality, Loyalty brand will experience a real improvement.
- t test between X2 (Perceived Value) with Y (Brand Loyalty) shows t arithmetic = 2.657. While t table ($\alpha = 0.05$; db residual = 116) is equal to 1,981. Because t arithmetic > t table is 2.657 > 1.981 or sig t value (0.009) < $\alpha = 0.05$ then the effect of X2 (Perceived Value) on Brand Loyalty is significant at alpha 5%. This means that H0 is rejected so that it can be concluded that Brand Loyalty can be influenced significantly by Perceived Value or by increasing Perceived Value then Brand Loyalty will experience a high increase.
- t test between X3 (Brand Love) with Y (Brand Loyalty) shows t count = 5,043. While t table ($\alpha = 0.05$; db residual = 116) is equal to 1,981. Because t count > t table is 5,043 > 1,981 or sig t value (0,022) < $\alpha = 0.05$ then influence of X3 (Brand Love) to Brand Loyalty is significant at alpha 5%. This means H0 is rejected and H1 is accepted so it can be concluded that Brand Loyalty can be influenced significantly by Brand Love or by increasing Brand Love Loyalty brand will experience a real improvement.

4.8. Dominant Test Result

To determine the independent variable that most influence on the variable Y, can be done by comparing the regression coefficient (β) between variables with each other. The independent variable that is most dominant influence on the variable Y is the variable that has the largest regression coefficient.

To compare the regression coefficients of each independent variable, the ranking table is presented as:

Table 4.15

Dominant Test Result

Ratings	Variable	Beta coefficient	Information
3	X ₁	0.204	Significant
2	X ₂	0.241	Significant
1	X ₃	0.410	Significant

Source: Primary Data Processed, 2018.

Based on Table 4:15, Brand Love variable is the variable that has the largest regression coefficient. That is, variable Y is more influenced by Brand Love variable. Coefficient owned by Brand Love variable is marked positive. It indicates a unidirectional relationship so that it can be concluded that the better the Brand Love variable, the better is Brand Loyalty (Y).

4.9 Discussion

From the research results, it shows that there is a significant effect of simultaneously and partially between the independent variables from Product Quality (X1), Perceived Value (X2), Brand Love (X3), towards Brand Loyalty.

Based on the result hypothesis testing, Product Quality (X1) has a positive and significant effect on Brand Loyalty. From the table 4.6 it shows the item of “the spare part are easy to find” has a highest mean value. It can be assumed that

Yamaha's bike are everywhere because there's a lot of people are looking for the spare part to change or fix their bike. Thereby the quality spare part of Yamaha isn't questionable because it is everywhere and favorite in the market.

There is a positive and significant effect of Perceived Value (X2) on Brand Loyalty (Y) in this result. Yamaha with its tagline "getting ahead" shows that it is actually one step away from other competitors. Yamaha always innovates something new into its products by making them more valuable than the other products. From the table 4.7 it shows the item of "operational use of Yamaha's bike is really easy" has a highest mean value. It proves that most people never had trouble when using Yamaha and the benefits of using Yamaha in the present for the next few years will absolutely more valuable than the other products.

Based on the result hypothesis testing, Brand Love has a positive and significant effect towards Brand Loyalty. From the table 4.8, it shows the item of "Yamaha has a positive mindset among customers" it verifies that Yamaha successfully puts a strong and positive vibe in their customers. That's why customers can recognize without even seeing the product directly, they will believe if the product is absolutely on the top of their performance.

Product Quality, Perceived Value, Brand Love have an effect to Brand Loyalty. Those variables can provide a value to their product. The value in its product has already bonded to the society and its customers for sure. Those variables can influence the Brand Loyalty. When people hear about Yamaha, as a brand and company Yamaha already well known and have a good reputation in many people's mind proven by the data from top brand. People may aware that Yamaha is a famous product in global and Indonesian market also. So the customer may

satisfied with the product from Yamaha when they consume or use Yamaha product.

4.10 Managerial Implications

From the research results, it shows that there a significant effect partially between the independent variables Product Quality, Perceived Value, and Brand Love towards Brand Loyalty. From that results the combination between the Product Quality, Perceived Value, and Brand Love can give significant effect towards Brand Loyalty. This study can be used by stake holders who have interest with Yamaha and maybe the faculties. For the marketers in Yamaha, this research can be used to know what variable dominant is that influence the brand loyalty. The variable which has a significant value can be used as an advantages. From the results in this study, brand love has a dominant effect on brand loyalty.

For the next researcher, it would be interesting for them to include another variable that maybe have effect to the Brand Loyalty. By adding more variable, it expected that the next researcher can find a new value that may influence the Brand Loyalty.

CHAPTER V

CONCLUSIONS AND SUGGESTION

5.1 Conclusions

This research is conducted to know which variables have influence on Brand Loyalty. In this study the independent variables used are variable Product Quality (X_1), Perceived Value (X_2), Brand Love (X_3) while the dependent variable used is Brand Loyalty (Y).

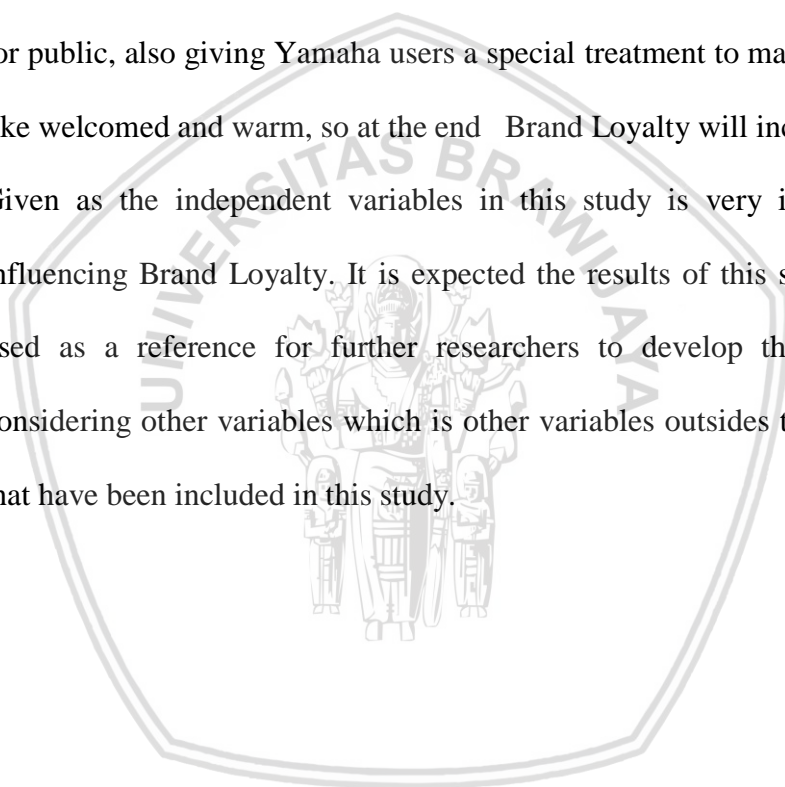
Based on the calculation of multiple linear regression analysis, it can be seen:

1. From the results of multiple linear regression analysis, it obtained the result that independent variables have significant influence on Brand Loyalty. So it can be concluded that the test against the hypothesis which states that the influence of variable Brand Loyalty is acceptable.
2. To understand the influence of individual (partial) independent variables (Product Quality (X_1), Perceived Value (X_2), Brand Love (X_3)) to Brand loyalty, it is done by t-test. Based on the test result, it found that there are three variables that have significant influences on Product Quality (X_1), Perceived Value (X_2), Brand Love (X_3).
3. Based on the result of t test, it is found that Brand Love variable has t value and the biggest beta coefficient. So that the Brand Love variable has the strongest influence compared to other variables then the Brand Brand variable has a dominant influence on Brand Loyalty.

5.2 Suggestion

Based on the above conclusions, some suggestions are given by the researcher that are expected to be useful for the company or for other parties. The suggestions are:

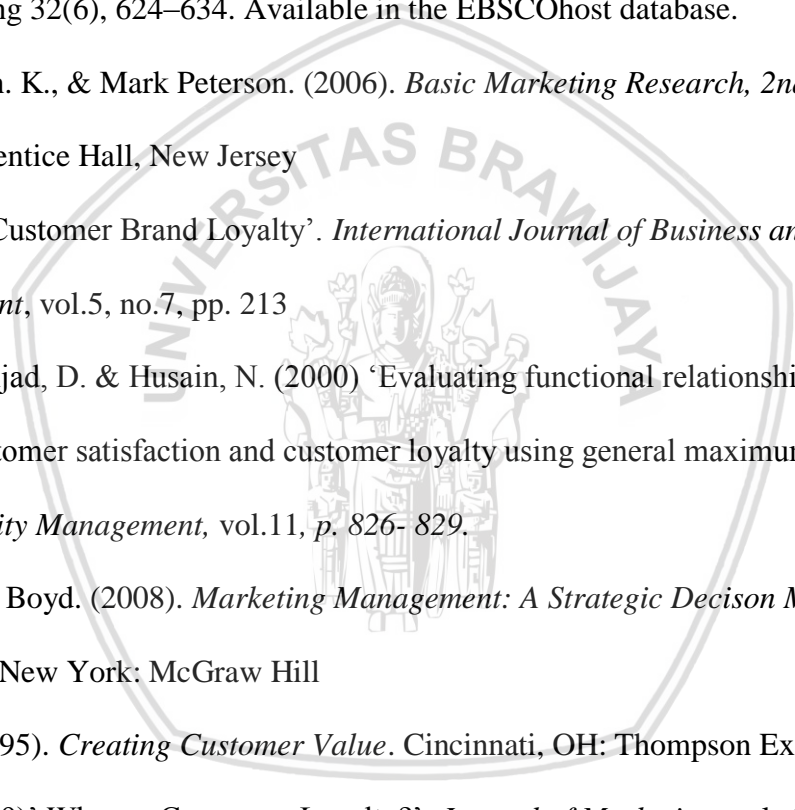
1. It is expected that company could maintain also increase the quality of Brand Love, because Brand love has the most strongest dominant to influence Brand Loyalty, for instance like by holds an event which open for public, also giving Yamaha users a special treatment to make them feel like welcomed and warm, so at the end Brand Loyalty will increase.
2. Given as the independent variables in this study is very important in influencing Brand Loyalty. It is expected the results of this study can be used as a reference for further researchers to develop this study by considering other variables which is other variables outside the variables that have been included in this study.



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APPENDICES



APPENDIX 1**RESEARCH QUESTIONNAIRE****KUESIONER PENELITIAN****KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS BRAWIJAYA**

Jl. MT. Haryono 165 Malang 65145 Telp. 551396, 555000

KUESIONER PENELITIAN

Loyalitas Merek merupakan salah satu topik yang menarik untuk dibahas dalam industri *automotif*. Maka dengan hormat, saya, David Kurniawan Soebekti, mahasiswa S1 Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya, mengundang Saudara/i untuk merespon kuesioner ini. Karena informasi yang Anda berikan sangat penting bagi keberhasilan riset ini, saya memohon kesediaan Saudara/i untuk merespon kuesioner ini secara jujur dan apa adanya. Adapun judul penelitian ini adalah **“The Effect Quality of Product, Perceived Value, and Brand Love towards Brand Loyalty (Study Case of Yamaha Consumer in Malang City)”**

Hasil dari penelitian ini akan menjadi bahan kajian penyusunan skripsi saya dan akan memberikan kontribusi pada literatur bidang Pemasaran Jasa serta membantu manajemen Yamaha dalam kegiatan pemasarannya. Atas waktu dan jawaban yang diberikan, saya ucapkan terima kasih.

Hormat Saya

David Kurniawan Soebekti

SCREENING QUESTION

Apakah anda berusia >17 tahun?

- ☐ YA
- ☐ TIDAK

Apakah anda berdomisili di kota Malang?

- ☐ YA
- ☐ TIDAK

Apakah anda pernah membeli motor Yamaha sebelumnya?

- ☐ YA
- ☐ TIDAK

Jika seluruh kriteria diatas terpenuhi, maka Anda berhak untuk mengisi kuesioner ini.

IDENTITAS RESPONDEN

Note *wajib diisi*

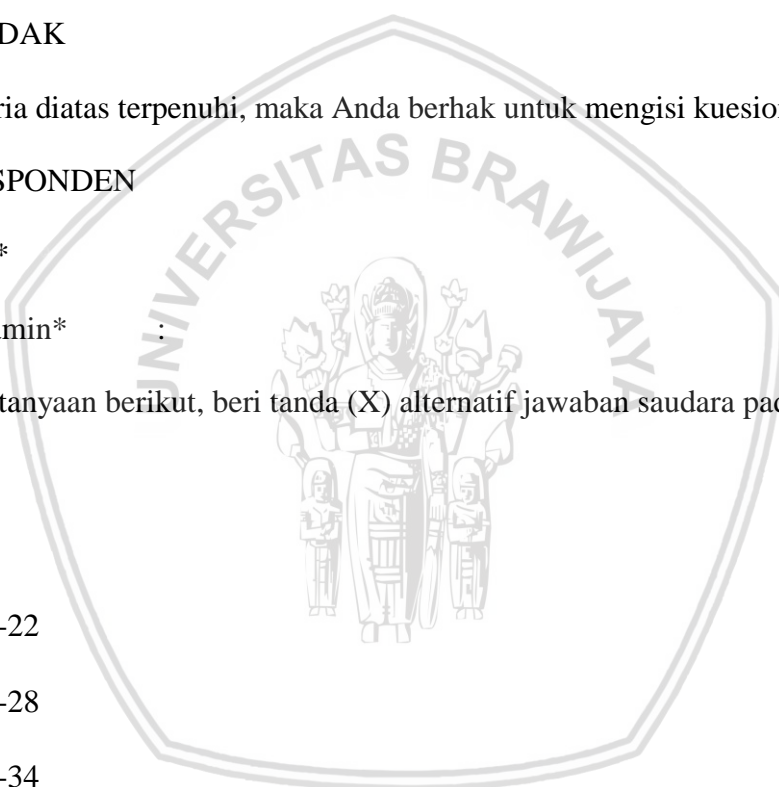
1. Jenis Kelamin* :
2. Untuk pertanyaan berikut, beri tanda (X) alternatif jawaban saudara pada pilihan berikut

Usia (age)

- ☐ 17-22
- ☐ 23-28
- ☐ 29-34
- ☐ 35-40
- ☐ >41

3. Pendidikan Terakhir

- ☐ SMA/SMK
- ☐ Diploma III
- ☐ Sarjana (S1)



☐ Pasca Sarjana (S2)

☐ Lainnya

4. Pekerjaan

☐ Pelajar/Mahasiswa

☐ Pegawai Negeri Sipil

☐ Karyawan Swasta

☐ Wiraswasta

☐ Lainnya

5. Pendapatan Per Bulan

☐ <Rp 2.000.000

☐ Rp 2.000.000 s.d Rp 4.000.000

☐ Rp 4.000.000 s.d Rp 6.000.000

☐ Rp 6.000.000 s.d Rp 8.000.000

☐ >Rp 8.000.000



KUISIONER

Petunjuk Pengisian

Berilah tanda silang (X) pada salah satu kolom jawaban yang sesuai dengan pilihan Anda dengan ketentuan sebagai berikut:

Keterangan :

1 = Sangat Tidak Setuju (STS)

3 = Netral (N)

5=Sangat Setuju (SS)

2 = Tidak Setuju (TS)

4 = Setuju (S)

A. Quality of Product (X1)

NO	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
1.	Performa motor Yamaha sesuai dengan apa saya harapkan					
2.	Daya tahan motor Yamaha sangat kuat dan dapat diandalkan					
3.	Pelayanan servis yang cepat dan onderdil yang mudah di dapatkan dimana saja					
4.	Model motor Yamaha selalu mengikuti tren dan perkembangan zaman					

B. Perceived Value (X2)

NO	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
1.	Harga motor Yamaha terjangkau untuk masyarakat Indonesia					
2.	Nilai dari motor Yamaha selalu berada di depan dari motor merek lain yang ada di Indonesia					

3.	Manfaat dan keuntungan yang saya dapat dari motor Yamaha sesuai dengan apa yang saya bayarkan					
4.	Cara penggunaan motor Yamaha sangat mudah					

C. Brand Love (X3)

NO	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
1.	Saya ingin memiliki motor Yamaha keluaran terbaru					
2.	Saya mempunyai kecintaan terhadap motor Yamaha					
3.	Saya mempunyai pola pikir yang positif terhadap motor Yamaha					
4.	Saya lebih percaya diri saat menggunakan motor Yamaha					

D. Brand Loyalty (Y)

NO	PERNYATAAN	PENILAIAN				
		STS	TS	N	S	SS
1.	Saya akan tetap menggunakan motor Yamaha					
2.	Saya akan merekomendasikan motor Yamaha kepada orang lain					

3.	Jika saya ingin membeli motor, saya akan membeli motor Yamaha					
4.	Saya meninjau bahwa saya setia terhadap motor Yamaha					



APPENDIX 2

OPERATIONAL DEFINITION VARIABLE

Operational Variable (Product Quality, Perceived Value, Brand Love, and Brand Loyalty) of Reserach

Variable	Indicator	Item	Source
Product Quality (X1)	Performance	(X1.1) the performance of the bike is like what I expected	Meilanda Wulansari (2015)
	Durability	(X1.2) the durability of the bike is strong and reliable	
	Serviceability	(X1.3) the treatment and sparepart is reachable anywhere	
	Aesthetics	(X1.4) the appearance of the bike is always on point	
Perceived Value (X2)	Price	(X2.1) the price is always affordable and reasonable	Lilik Suprapti (2010)
	Value	(X2.2) the value of Yamaha motorbike is always one step ahead of the other brand	
	Benefits	(X2.3) the benefits of using Yamaha motorbike is equivalent with the cost I spent	
	Operational use	(X2.4) the way to use to bike is really easy	
Brand Love (X3)		(X3.1) I want to have the latest bike of Yamaha	Ida Wahyuningtiyas (2016)
		(X3.2) I have devotion to the brand of Yamaha	
		(X3.3) I have a positive mindset to Yamaha	
		(X3.4) I have more confidence when I'm using Yamaha	
Brand Loyalty		(Y1.1) I am likely to use	Athanasios

Variable	Indicator	Item	Source
(Y1)		Yamaha in the future	Krystallis(2013)
		(Y1.2) I am likely to recommend Yamaha to the others	
		(Y1.3) If I am about to buy a motorcycle, i would choose Yamaha as my first choice	
		(Y1.4) I consider myself to be loyal this motorbike brand	



APPENDIX 3

MULTIPLE REGRESSION ANALYSIS

Descriptive Statistics

	Mean	Std. Deviation	N
Y	15.5333	2.05771	120
X1	15.9167	1.99404	120
X2	15.2250	1.94661	120
X3	15.5917	2.04773	120

Correlations

		Y	X1	X2	X3
Pearson Correlation	Y	1.000	.599	.624	.670
	X1	.599	1.000	.674	.568
	X2	.624	.674	1.000	.601
	X3	.670	.568	.601	1.000
Sig. (1-tailed)	Y	.	.000	.000	.000
	X1	.000	.	.000	.000
	X2	.000	.000	.	.000
	X3	.000	.000	.000	.
N	Y	120	120	120	120
	X1	120	120	120	120
	X2	120	120	120	120
	X3	120	120	120	120

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.740 ^a	.547	.535	1.40257	1.670

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	275.672	3	91.891	46.712	.000 ^a
	Residual	228.195	116	1.967		
	Total	503.867	119			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.889	1.172		1.612	.110
	X1	.210	.091	.204	2.315	.022
	X2	.254	.096	.241	2.657	.009
	X3	.412	.082	.410	5.043	.000

a. Dependent Variable: Y

